THE FUNCTION OF BARTENDER
AND SERVICE QUALITY IN IMPROVING
CUSTOMER SATISFACTION
IN OCHA & BELLA BAR

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The Panel of Examiners declares that the skripsi entitled “The Function of Bartender and Service Quality in Improving Customer Satisfaction in Ocha & Bella Bar” that was submitted by Edwin Rinaldy majoring in Hotel & Tourism Management from the faculty of Business was assessed and approved to have passed the Oral Examinations on

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Cikarang, Indonesia, 7th April 2015

Acknowledged by, Recommended by,

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DECLARATION OF ORIGINALITY

I declare that this skripsi, entitled “The Function of Bartender and Service Quality in Improving Customer Satisfaction in Ocha & Bella Bar” is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia, 7th April 2015

Edwin Rinaldy
ABSTRACT

The purpose of this study is to determine the role of bartender and restaurant service quality. The aims are to: assess customers’ expectations and perceptions, establish the significance of difference between perceived and expected service quality, find out the service quality in Ocha & Bella Restaurant, and to find out the role of a bartender in improving customer satisfaction in Ocha & Bella Restaurant. The research is using quantitative method with questionnaire as its tool to collect the data. The questionnaire is based on Stevens et al. (2005) and Andaleeb and Conway’s (2006) research. In order to meet survey goals, statistical analysis were conducted. The empirical results show that perception score is higher that expectation score. It means, the customer satisfaction in this restaurant is high. Furthermore, the results of this study would help management identify the strengths and weaknesses of service quality and implement an effective strategy to meet the customers’ expectations.

Keywords: Service Quality, Function of Bartender, Statistical analysis, Restaurant industry
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CHAPTER I
INTRODUCTION

1.1 Research Background

Hospitality industry up until now already has so much progress. Food and Beverage division has been one of the divisions in hospitality industry that has the significant progress these days. One of the departments which produce big income is the bar department. A bar is a place which sells and provides beverages that contains both alcoholic and non-alcoholic drinks, and also provides any services to the guests who come to the bar. Bar has a major role in the hotel because bar is a part of food and beverage service that its specialty in the service of drinks.

In carrying out its business activities, the company always faced the dynamics of the world attempt that could be competition. To face competition, the main thing that should be of concern to the company is customer satisfaction so that companies can survive and thrive with customers. The competition is a challenge for the company to create a close relationship with customers. This close relationship can be created if the company is delivering a quality service as part of deals value so that customers feel satisfied in doing deals with companies that perform repeated purchases which can then give rise to loyalty (Polyorat & Sophonsiri, 2010). To convey the precise value of the deals, companies must understand their customers’ needs and try to produce the best possible performance.

Quality service is a strategy to achieve the competitive advantages of the company. A quality service will bring long-term benefits that are the result of an increase in the number of new customers, improve customer transaction value, reduced lost customers or switch on the competitors, as well as improving immunity on price competition offered competitors (Shepherd, 1999).

The achievement of customer satisfaction is also important in the field of bars and restaurants business which included in the hospitality industry. Some research in the industry suggests that the quality of service provided a positive influence on customer satisfaction (Oh, 2000; Andaleeb & Conway, 2006; Ramseok-Munhurrun,
In the hospitality industry also found evidence that the customers who are satisfied have a tendency to feel disloyal than customers who feel unsatisfied. The customers who are satisfied tend to repeat purchases and spread the positive word of mouth to other potential customers (Stevens, Knutson, & Patton, 1995; Yuksel & Yuksel, 2002; Oh, 2000; Istianto & Tyra, 2011).

Bar is a place that is commercially organized and equipped with adequate facilities, bar can be found inside a hotel, sometimes standing alone outside the hotel, where one can get all kinds of beverage service either alcoholic or non-alcoholic drinks. Beverages that provided and sold at the bar are mostly alcoholic beverages. Only the bars near the harbor that are sometimes provide ice cream and coffee. Coffee is provided for people who are drunk, both sea and air (NSC, 2013).

Bar sells alcoholic and non-alcoholic products. A man on duty at the bar called the bartender. Bartender is a person who serves drinks at the bar whose job description is to serves drinks to meet the requirements desired by the guests, including some types of alcoholic beverages, such as beer, wine, and cocktail, as well as soft drinks or non-alcoholic drinks. Bartender also gives service to the guests in order to fulfill their beverages needs.

To improve service to customers, the influence from a bartender was very necessary in creating and managing the concoction of the drinks, as well as able to provide the best service to the place itself. From the discussion above, there will be conducted a research entitled “The Function of Bartender and Service Quality in Improving Customer Satisfaction in Ocha & Bella Bar”, which aims to make such research that can be a guideline for those who wants to pursue a career in food and beverage service.
1.2 Problem Identification

The growing number of restaurants in Indonesia is often not followed with the increased number of competent bartenders. There are many bartenders who are not ready to handle big tasks at a restaurant. Ocha & Bella Restaurant is not the only restaurant who faces this problem. There are other restaurants that facing the same problem. This position attracts the researcher to conduct a research about Ocha & Bella Restaurant.

The number of complaints from customers found by the researcher gives another attractive point for the researcher regarding its research project. Quality of services that is provided by a bartender is an important part in a restaurant.

Researcher took the research based on the importance of a bartender’s role in improving service quality, focusing to Ocha & Bella Restaurant as the case study.

1.3 Statement of the Problem

Researcher identifies the problems in this research as follows:

1. What is the function of a bartender in improving customer satisfaction at the restaurant?
2. What is the service quality in Ocha & Bella Restaurant?
3. What is the function of a bartender in improving service quality at Ocha & Bella Restaurant?

1.4 Research Objective

In this research, it must contain the right direction, intention, and purpose, so that everything that wants to be achieved is obtained as expected. The researcher’s purpose in doing this research is:

1. To find out the function of a bartender in improving customer satisfaction in the restaurant.
2. To find out the service quality in Ocha & Bella Restaurant.
3. To find out the function of a bartender in improving customer satisfaction in Ocha & Bella Restaurant.

1.5 Scope and Limitation of the Research

In this research, the researcher defines the scope of limitation for evaluating the influence of bartender’s role in improving service quality in Ocha & Bella Restaurant. Population of the research is customers of Ocha & Bella Restaurant. Due to the limitation of time, researcher only collected data of customers who visited Ocha & Bella during May-June 2014. So the sample of this research is customers of Ocha & Bella Restaurant that visited the restaurant during May-June 2014 with the data collection method of non-probability random sampling.

1.6 Definition of Terms

1. Upselling : A sales technique whereby a seller induces the customer to purchase more expensive items, upgrades, or other add-on in an attempt to make a more profitable sale.

2. Flair : The practice of bartenders entertaining guests, clientele, or audiences with the manipulation of bar tools (e.g. cocktail shakers) and liquor bottles in tricky, dazzling ways.

3. Meticulous : Showing great attention to detail; very careful and precise.

4. Bartender : A person who mix and serve drinks to guests in the bar area or pouring drinks to customers who sit at the bar table.

5. Service Quality: A comparison of consumer expectations with actual performance
1.7 **Significance of the Study**

Benefits of this research are:

1. For the company:
   This research will give the restaurant beneficial information about their customer perspective. Therefore, hopefully the restaurant might adjust their strategy in hiring its bartender.

2. For the researcher:
   Hopefully, researcher is able to get more knowledge about service quality. Researcher can implement what the researcher has learned in university. Researcher can learn and get some experiences about service quality. Researcher will be able to implement knowledge learned from this research in the future.
CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Review

2.1.1 Bartender

The main character in bar operation is the bartender, of course the primary function of the bartender is to mix and serve drinks to guest in the bar area or pouring drinks to customers who sit at the bar table. Some people say that bartender is an easy job. Less obvious, but not less important. The bartender is also responsible to record any sale of drinks, clean all glassware and bar equipments, maintain the cleanliness and order of the bar, check out the bar’s inventory prior to open and after close the bar. In its operational, there are many bartenders who also act as a cashier (Katsigris & Thomas, 2006).

According to P. Miller, F. Vandome, and McBrewster (2010), a bartender works behind the bar and in front of the bar. They are preparing, selling, and also serving the customers. They also prepare the bar area with several functions, measuring and preparing drinks according to recipes, and made the payment transaction to guests.

A bartender also does direct upselling to the customer and inform the customers about any activity and promotions in the bar. They serve customers by creating an atmosphere of fun, and are friendly in their place of work. They should also serve as a team member with other bartenders. Due to the high interaction with the customers, a bartender should perform all tasks with attention to hygiene, professionalism, and quality of service.

Function:

a) Preparing drinks according to recipes and serving according to standard operating procedure
b) Paying attention to the cleanliness of the inventory and working area before, during, and after working hours.
c) Accepting credit card, cash, and coupon or voucher when doing payment transaction.
d) Doing an accurate cash register and checkout function.
e) Doing upselling to customers.
f) Monitoring customers who got drunk, or customers who needs a drink.

The role of a bartender is very important in improving service quality of a restaurant, as follows:

1. The bartender is a good host
   Murphy (2007) contends that a bartender is an ideal person whom able to listen, to talk, to share, and to deliver with every people like server, hostess, kitchen staffs, management, and to every customers who come to the bar. Being able to listen to other people is an art and traditionally, if you respect the customer, the customer will respect you. They can make customers feel accepted and they can apologize for the slow service or in case of an accident in the work process. And generally the bartender keeps the party to run smoothly. Even when bartenders are busy, a good bartender can continue to give a smile and make eye contact with newly seated customers, because they are not only friendly, but also they are care.

2. The bartender is a diplomat
   A good bartender is someone who is very meticulous; they know when to be soft and when to be assertive in refusing customers who have consumed too much alcohol. The bartenders who can be reasonable in this situation are a major component in keeping the atmosphere at the bar (Katsigris & Thomas, 2006).

3. The bartender is an authority figure
   The man or woman behind the bar should be able to take control of the entire business, prioritize when things get busy, and step in to solve problems. When the manager was away, usually the bartender will take his place temporarily. A smart manager honor bartender’s decisions, which allows him to make decisions directly affecting the operations of
the bar. Leadership skill and the ability to make decision directly is an important attribute of a good bartender (Murphy, 2007).

4. The bartender is a role model
   As a representative of the bar or restaurant, the style and personality of the bartender should reflects the type of business. But the rest of the staffs should also be able to look up to the person who runs the bar. Ethics and honesty start at the top so this is one of the most important roles to fill. Since bartenders handle so much cash, there is a built-in temptation to steal. Because every bar or restaurant owners want an employee who would not even consider stealing, and hopefully be a model to the other staffs (Wykes, 2011).

5. The Bartender knows how to mix a drink
   Ironically, this is not at the top list of priority when most owners are asked what their prerequisites for hiring a bartender are. Some owners prefer to ‘hire character, not experience’ then train the person to do things ‘their way’. Others hire only those individuals who have had formal training at a bartending school. Still others promote from within their ranks; this is the norm in most national chains. But as master bartender Dale DeGroff points out, “A Bartender must know at least as much as the customers about the products they serve. And there are some very sophisticated customers out there.” In addition the bartender follows the recipes, playing by the rules of portion control and presentation. There are no unnecessarily ‘stiff’ drinks (containing more alcohol than normal) for friends or for bigger tips (DeGroff, 2008).

6. The bartender is imaginative and fun
   Good Bartenders make things happen by doing a little marketing at the point of sale, chatting knowledgeably about wines sold by the glass, and recommending something to a customer who is unsure about what to order. A good bartender has a sense of ownership about his or her station and what happens there. The bartender is confident enough to prepare a drink in front of the guest, and is able to add some good-
natured flair for the customer’s benefit. The bartender should also be interested enough in the profession to keep up on trends and make suggestions for recipes and improvements (Wykes, 2011).

2.1.2 Service Quality

According to Chia et al. (2002), service quality perception is a comparison of consumer expectations with actual performance. According to (Becser, Improving Service Quality in Retail Trade: The Premises of a Potential Measurement Model, 2007), service quality is the value judgment of the customer relevant to the performance of the supplier. It is determined in a comprehensive manner or based on particular dimensions, depending on the service sector.

Parasuraman, Zeithaml, and Berry (1988) conducted empirical studies in several industry sectors to develop and refine SERV-QUAL, a multiple-item instrument to quantify customers’ global (as opposed to transaction-specific) assessments of a company’s Service Quality (Mohammad & Alhamadani, 2011). This scale measures Service Quality along five dimensions, which are:

1. Reliability: The ability to perform the promised service dependably and accurately.
2. Responsiveness: The inclination and willingness of the employees to serve customers quickly and properly.
3. Assurance: The employees’ knowledge and courtesy and the service provider’s ability to inspire trust and confidence.
4. Empathy: Personal, careful attention given to clients.
5. Tangible: Appearance of a service firm’s facilities, employees, and equipment.

The SERVQUAL instrument and its adaptations have been used for measuring Service Quality in many proprietary and published studies. Parasuraman, Zeithaml, and Berry (1988) defined service quality as “the comparison between consumer expectations and the perceptions of the service.” This definition has an implicit service gap, which is the difference between the services provided and the service expected (Al-Nasser, Yusoff, Islam, & Al-Nasser, E-Service Quality and its Effect on
Consumers' Perceptions Trust, 2013). They also suspected four other gaps in their research.

According to them, reducing the distance in each one of them will also reduce the service gap.

1. Gap 1: the difference between customer perception and management perception based on the customer expectation.
2. Gap 2: the difference between management perception on customer expectation and the translation of these perceptions into service quality specifications.
3. Gap 3: the difference between the service that are actually delivered by the frontline personnel on a daily basis and the specifications set by management.
4. Gap 4: the difference between service delivery and what is promised in external communication to customers.
5. Gap 5: the difference between customer expectations and perceptions (Yaya, Marimon, & Casadesus, Customer's Loyalty and Perception of ISO 9001 in Online Banking, 2011) which is referred as the perceived service quality (Kumar, Kee, & Manshor, Determining the Relative Importance of Critical Factors in Delivering Service Quality of Banks; An Application of Dominance Analysis in SERVQUAL Model, 2009)
The knowledge gap is the difference between the actual customer’s perception and what managers think they expect; the policy gap is between the management expectation and what is required to be done, the specifications of service quality; the delivery gap is the difference between the specification and what was actually delivered, and the communication gap is the distance between the promised service and what was actually delivered. (Martins, Campomar, & Ikeda, 2013)

### 2.1.3 Improving Service

Figure 2.3 contains statistic on the behavior of dissatisfied customers who show rapid resolution to the service failure is an important way to create loyal customers. Because customers participate in the service process, employees are trained in service recovery techniques that can turn a potential dissatisfied customer into a loyal customer.

- The average business only hears from 4 percent of its customer who are dissatisfied with the product or service. Of 96 percent who do not bother to complain, 25 percent of them have serious problems.
- The 4 percent who complain are more likely to stay with the supplier than are the 96 percent who do not complain.
- About 60 percent of the complainers would stay as customers if their problems were resolved and 95 percent would stay if the problem were resolve quickly.
- A dissatisfied customer will tell from 10 to 20 other people about his or her problem.
- A customer who has had a problem resolved by a company will tell

---

**Figure 2.3**

Customer Feedback and Word of Mouth

*Source: Service Management, James A. Fitzsimmons & Mona J. Fitzsimmons, 2011 p.136*

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a) Approaches to Restore Services

These are the four approaches to restore services: case per case, systematic response, early intervention, and replacement service recovery approach.
1. Case-by-case approach to handle any customer complaints. This approach is inexpensive and easy to apply, but can be offhanded. The most persistent or aggressive complainers, for example, often receive a satisfactory response, while the usual whiners only accept a reasonable response. The randomness of this approach can result in the perception of injustice.

2. Systematic response approach is using protocol to deal with customer complaints. It is more reliable than case by case approach because it is a planned response based on the identification of critical failure points and the determination of appropriate criteria before recovery. During the response guidelines are constantly updated, this approach can be very beneficial because it offers a consistent and precise response time.

3. An early intervention approach also adds another component to the systematic response approach. This approach tries to intervene and repair service problems before they affect the service process of customers. For example, a sender is aware that the shipment is being held due to the damaged truck. The sender may choose to notify customers so that customers can quickly develop alternative plans if necessary.

4. Replacement service recovery approach utilizes a competitor's failure to win customers. For example, someone table in the hotel is overbooked, they can send customers to a competitor hotel. The hotel may be able to take advantage of competitors with such opportunity if it can provide timely service and quality. This approach is difficult to apply because the information about the service failure is usually guarded by the competitors.

b) Policy to Win Complaints

A customer complaint should be treated as a gift. A complaining customer is actually volunteering his time to make the company aware of its mistake because the customer cares. This opportunity should be seized not only to satisfy customers but also to create a relationship with someone who will be advocates for the company. A complaint handling policy should be
incorporated into the training of all customer contact employees. An example policy might include the following features:

1. Every complaints are treated as gift
2. We welcome complaints
3. We encourage customers to provide a critique
4. We handle complaints quickly
5. We handle complaints fairly
6. We empower our employees to handle complaints
7. We have friendly staffs to handle complaints
8. We appreciate employees who handle complaints well
9. We keep record of complaints and learn from them

2.1.4 Perceived Value

Cronin et al. (2000) argued that the study of perceived value (along with service quality and satisfaction) has dominated researches in the services literature (Cronin, Brady, Michael, Hult, & Tomas, 2000). Organizations are increasingly recognizing that perceived value is a key factor in strategic management (Spiteri & Dion, 2004). It has been established that loyalty and profits are strongly linked to perceived value that is created for customers (Khalifa, 2004).

Researchers used different terms to define the construct of perceived value, although the concept still on the same meaning (Sánchez-Fernández & Iniesta-Bonillo, 2007). Based on ninety marketing-related articles, Woodall (2003) found eighteen different names for the value consumers derive from buying and using the product. The most commonly used marketing terms include perceived value, customer value, value and value for money (Woodall, 2003).

Parasuraman, Zeithaml, and Berry (1988) determined perceived value as the consumer utility of a product overall assessment, based on the perceptions of what is received and given. Perceived value is the trade-off between a received benefit and a cost (Al-Nasser, Yusoff, Islam, & Al-Nasser, E-Service Quality and its Effect on Consumers' Perceptions Trust, 2013). Moreover, it implies an interaction between customer and product or service (Payne & Holt, 2001). Zeithaml (1998) determines perceived value as a uni-dimensional construct that can be measured by asking
respondents to rate the value that they received while making their purchases (Sánchez-Fernández & Iniesta-Bonillo, 2007). According to Chen and Dubinsky (2003), perceived value is a consumer’s perception of the net benefits gained in exchange for the costs incurred in obtaining the desired benefits (Chen & Dubinsky, 2003). Woodall (2003) defined perceived value as any demand-side, personal perception of advantage arising out of a customer’s association with an organization’s offering, and can occur as reduction in sacrifice; presence of benefit; the resultant of any weighted combination of sacrifice and benefit; or an aggregation, over time, of any or all of these (Woodall, 2003).

Grewal, Monroe, and Krishnan (1998) separated perceived value into two components, which are acquisition and transaction value. Perceived acquisition value refers to the perception of whether the produce is worth the money, and the perceived transaction value reflect the psychological enjoyment buyers perceive from taking the deal (Zhuang, Cumiskey, Xiao, & Alford, 2010). Perceived value, as the most important measure of gaining a competitive edge, was considered to be an important predictor and the key determinant of customer satisfaction and loyalty (Petrick & Backman, 2002). The importance of perceived value in e-commerce stems from the fact that it is easy to compare product features and prices online (Anderson & Srinivasan, 2003). A positive perception of value may bring customers back to make another transaction (Minocha, Dawson, Blandford, & Millard, 2005).
According to Woodall (2003), there are four types of perceived value, which are:

1. Intrinsic value is abject-based, and is perceived as the object and subject interact before or during consumption.
2. Exchange value is object-based, and primarily influenced by the nature of the object and the market in which it is offered.
3. Use value is subjective-based and perceived as individuals evaluate the product during or after usage.
4. Utilitarian value is subject-based, and can be identified at the point when intrinsic and/or use-value is compared with the sacrifice the subject is required to make in order to experience those forms of value. (Woodall, 2003)

According to Sánchez-Fernández and Iniesta-Bonillo (2007), there are three major characteristic of perceived value:
1. Concept of perceived value implies an interaction between a subject and object (Payne & Holt, 2001).

2. Perceived value is relative by virtue of its comparative, personal and situational nature.

3. Perceived value is preferential, perceptual, and cognitive-affective in nature (Sánchez-Fernández & Iniesta-Bonillo, 2007).

   The perceived value construct is measured with four scale items similar to previous research by Sidershmukh, Singh, and Sabol (2002). The items are consistent with the conceptualization of perceived value as a customer trade-off between benefits and costs and focus on the higher order evaluations that have been posited to contribute to the perceived value of Web sites: perceptions of overall price, convenience, and control (Zeithaml, Parasuraman, & Maholtra, 2000).

2.1.3 Customer Satisfaction

   Davidow and Uttal (1989) proposed that customers, expectation is formed by many uncontrollable factors which include previous experience with other companies, and their advertising, customers, psychological condition at the time of service delivery, customer background and values and the images of the purchased product.

   In addition, Zeithaml et al. (1990) stated that customer service expectation is built on complex considerations, including their own pre-purchase beliefs and other people’s opinions. Similarly, Miller also stated that customers, expectation related to different levels of satisfaction. It may be based on previous product experiences, learning from advertisements and word-of-mouth communication. Santos added that expectation can be seen as a pre-consumption attitude before the next purchase, it may involve experience.

   Customers, expectation, is what the customers wish to receive from the services. The diversity of expectation definitions can be concluded that expectation is uncontrollable factors which including past experience, advertising, customers, perception at the time of purchase, background, attitude and product, s image. Furthermore, the influences of customers, expectation is pre-purchase beliefs, word of mouth communications, individual needs, customers experiences, and other personal
attitudes. Different customers have different expectation based on the customers knowledge of a product or service.

### 2.1.4 Disconfirmation Theory

In marketing literature (Churchill and Surprenant, 1982; Oliver, 1980) as well as in recent information system studies (McKinney et al., 2002), the disconfirmation theory emerges as the primary foundation for satisfaction models. According to this theory, satisfaction is determined by the discrepancy between perceived performance and cognitive standards such as expectation and desires (Khalifa and Liu, 2003).

Customers, expectation can be defined as customer’s partial beliefs about a product (McKinney, Yoon and Zahedi, 2002). Expectations are viewed as predictions made by consumers about what is likely to happen during impending transaction or exchange (Zeithmal and Berry, 1988). Perceived performance is defined as customer’s perception of how product performance fulfills their needs, wants and desire (Cadotte et al., 1987). Perceived quality is the consumer’s judgment about an entity’s overall excellence or superiority (Zeithmal, 1988). Disconfirmation is defined as consumer subjective judgments resulting from comparing their expectations and their perceptions of performance received (McKinney et al., 2002, Spreng et al., 1996).

Disconfirmation theory was declared that satisfaction is mainly defined by the gap between perceived performance, expectations and desires which is a promising approach to explain satisfaction. This theory was proposed that satisfaction is affected by the intensity (or size) and direction (positive or negative) of the gap (disconfirmation) between expectations and perceived performance.
Expectation disconfirmation occurs in three forms:

1. Positive disconfirmation: occurs when perceived performance exceeds expectations.
2. Confirmation: occurs when perceived performance meets expectation.
3. Negative disconfirmation: occurs when perceived performance does not meet and is less than expectations.

It is more probable for customers to be satisfied if the service performance meets (confirmation) or exceeds (positive disconfirmation) their expectations. On the contrary, customers are more likely to be dissatisfied if the service performance is less than what they expected (negative disconfirmation). Khalifa & Liu (2003) discussed that taking expectation disconfirmation as the only determinant of satisfaction; this theory does not cause the fact that if high expectations are confirmed, it would much more lead to satisfaction than confirmation of low expectations. To resolve this drawback perceived performance is included as an additional determinant of satisfaction. In other words the only way to ensure satisfaction is to empirically create disconfirmation by manipulating expectations and performance.
2.2 Previous Research

The researcher are using several researches as references for this study. The first study entitled “A study of relationships among service performance, customer satisfaction and behavioral loyalty” conducted by Divya S.Singh in 2011 for Rosen College of Hospitality Management in University of Central Florida. The study itself concluding that the role of bartender is more important than people realize. Based on the interactions, a good bartender can motivate a guest to become a loyal customer and plays a key role in the guest experience.

The second study entitled “Peranan Bartender Dalam Meningkatkan Pelayanan Di Samudera Bar & Lounge Hotel Santika Premiere Yogyakarta” conducted by Lusiana S.Hutagalung in 2009 for Universitas Sumatera Utama. The study itself conclude how the bartender indispensable role in managing and creating new drink recipes and be able to create attraction of the beverage.

The third study entitled “International Tourist’s Satisfaction With the Quality of Service in Accomodation in Thailand” conducted by Phenpun in 2009. The study revealed the satisfaction of international tourists towards quality of service was at a high level. However, the most common problems were lack of employee’s knowledge and English skill, therefore, tourists suggested language and convenient facility improvement. Therefore, Government Policy suggests that the TAT and related organizations should create and develop a curriculum and training. Accordingly, they also have to focus on language skills.
2.3 Theoretical Framework

Hypothesis

According to the theoretical model above, the author formulate the hypothesis as follows:

Hypothesis 1: The role of bartender variables simultaneously gives significant influences towards Service Quality in Ocha & Bella restaurant

Hypothesis 2: Expected service partially gives significant influence towards Service Quality in Ocha & Bella restaurant

Hypothesis 3: Perceived service partially give significant influence towards Service Quality in Ocha & Bella restaurant
3.1 Research Design

Research methodology is a procedure of collecting and processing data to find out the result of research purpose. In general, there are two methods to conduct research. Those are quantitative and qualitative method, the difference between them is the perspective. Qualitative research focused in social science and is more concerned with the understanding rather than formulas and counting, whereas quantitative research is concerned with research design, measurement, and sampling method.

According to Ghauri and Gronhaug (2005), depending on the nature of the problem the research could be exploratory, descriptive or casual.

a. Exploratory research: it is used to identify and explain the nature of the problem. It enables manager to better understand the problem. According to Zinkmund (2000), the purpose of exploratory research include, diagnosing a situation, screening alternatives and discovering new ideas. Ghauri and Gronhaug (2005) stated that exploratory research is mostly used when the research problem is unstructured i.e. Badly understood, not well know or the other knowledge is not absolute. According to Yin (1994), interview is the best method when gathering information in an exploratory research.

b. Descriptive research: according to Ghauri and Gronhaug (2005), descriptive research is used when the problem is structured i.e. it gives answers to who, where, what, how and when questions. It is used to make clear the distinctiveness of a population or an observed fact. According to Zinkmund (2000), “descriptive research studies are based on some previous understating of the nature of the research problem”.


c. Casual research: according to Ghauri and Gronhaug (2005), in casual research, the problems are also structured. Causal research has to do with cause and effect relations. The main purpose in such research is to isolate cause(s) and tell whether and to what extent cause(s) result(s) in effect(s).

For the analysis, the researcher applied quantitative analysis methods to approach and do interview to bartender in Ocha&Bella Restaurant. After approaching guests, the author applied quantitative analysis and uses Multiple Regression & Classical Assumption to analyze the data. The researcher use Multiple Regression in order to find out which one is the best element from role of bartender that influence more on Service Quality. For the collecting data, the researcher uses questionnaire with Likert scale as the primary data.

3.2 Sampling Design

Sample is a part of number of characteristics that owned by population (Sugiyono, 2013). According to Maholtra (2010), Sample can be determined from 4-5 times from the variables used (Maholtra, 2010). In this research, the questionnaire was distributed to the customers of Ocha & Bella Restaurant. To distribute questionnaires, the researcher needs to know who is the population of this research are. By determining the population, the researcher could easily determine the sample size of the questionnaire. In theories, there are quite different uses of the term “population”. Usually, it described as a community or communities made up by individuals who reproduce sexually or who are potentially capable of doing so. It is a group in which each member has the same probability of mating with other members of the opposite sex (Haanes, Røed, Mysterud, Langvatn, & Rosef, 2010). But on the other hand, there are some people described population as A group of people who share a common reproductive behavior, but they are identified by possessing certain genetic information, certainly variable at the individual level, but different from any other similar population; therefore, the fundamental notion of evolution arises.
from intra- and inter-population variation. The customers of Ocha & Bella’s Restaurant has taken as the population of this study.

3.2.1 Sample Size

The sample size or number sample of respondent that researcher have to take is an important issues to this research. According to Sekaran (2010) that “the determination of sample size number should be among 30 to 500 elements”, therefore, 96 respondents are taken for this study to be its sample size.

The formula uses in this research to determine the sample size is based on Weiers, Ronald M. (2010) of the sample size of unknown population formula. Such as:

$$n = \frac{N}{1 + N \epsilon^2}$$

Where:

- $n =$ Size of the sample
- $N =$ Size of the population
- $\epsilon^2 =$ Sampling error, $\epsilon=10\%$

$$n = \frac{2200}{1 + 2200 (0.1)^2}$$
$$n = 2200 / 1 + 22$$
$$n = 2200 / 23$$

$$n = 95.65 = 96 \text{ respondents.}$$

The total respondents for this study are 96 respondents. But for accuracy, it sums up to 100 respondents.

3.3 Research Instruments

There are 2 instruments that the researcher used in doing the research. The first instrument is a data collection that is done by researcher by doing observation, interview, and spreading questionnaire. Another instrument that is used in this study is by using SPSS 20th version.
In order to collect the data, researcher uses a screening and main questionnaire to determined his correct respondent.

3.4 Reliability and Validity

Polkinghorne (2002), validity of a theory refers to results that have the appearance of truth or reality. Lacity and Jansen (2004) define validity as making common sense, and being persuasive and seeming right to the reader. In testing the construct of validity, the researcher uses Pearson’s correlation coefficient. This formula is used to test items validity. This coefficient of correlation can be calculated based on actual values of X and Y. the formula is:

\[
\frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{n(\sum x^2) - (\sum x)^2} \sqrt{n(\sum y^2) - (\sum y)^2}}
\]

Pearson Product Moment Correlation and Coefficient

Source: K Kountur, R (2007)

Where:

N : The number of paired observation

\(\sum x\) : The x variable summed

\(\sum y\) : The y variable summed

\(\sum x^2\) : The x variable squared and the squares summed

\((\sum x)^2\) : The variable x summed and the sum squared

\(\sum y^2\) : The y variable squared and the squares summed

\((\sum y)^2\) : The y variable summed and the sum squared

\(\sum xy\) : is the sum of the product of x and y
Validity is defined as the extent to which the instrument measures what it purports to measure. For example, a test that is used to screen applicants for a job is valid if its scores are directly related to future job performance. There are many different types of validity, such as:

a. Content Validity

Content validity pertains to the degree to which the instrument fully assesses or measures the construct of interest.

b. Face Validity

Face validity is a component of content validity and is established when an individual reviewing the instrument concludes that it measures the characteristic or trait of interest.

c. Criterion-related validity

Criterion-related validity is assessed when one is interested in determining the relationship of scores on a test to a specific criterion.

d. Construct validity

Construct validity is the degree to which an instrument measures the trait or theoretical construct that it is intended to measure. (Miller, Michael J., 2010)

For reliability test, one of the methods which can be used for measuring a reliability of an instrument is a Cronbach Alpha coefficient formula with the formula as follow:

\[
\alpha = \frac{k \cdot r}{1 + (k - 1) \cdot r}
\]

Where

\( \alpha \) : instrument reliability’s coefficient

\( r \) : mean correlation coefficient between variables

\( k \) : number of manifest variables that form the latent variable
3.5 Data Analysis

In data analysis, the researcher is going to use Multiple Regression as main method to analyze the data. The researcher use multiple regression as the function to understand the functional relationships between the dependent variable (Service Quality) and independent variables (Role of Bartender) to see what might be causing the variation in the dependent variable. (pp. 239-246 McDonald, J.H. 2009)

According Priyatno & Duwi (2008, p28), the normality test is used to determine whether the population distribution data normally or not. Normality test is usually used to measure the ordinal scale data, interval or ratio. Sampling distribution can have a normal distribution or not normal. Theoretically, the larger the sample size, the data will be close to normal. Test Normality of distribution will be widely used in statistical inference to determine the method of data processing. Test data distribution normalization of samples collected in this study will be performed using SPSS.

3.5.1 Multiple Regression

When the purpose of multiple regression is to understand functional relationships, the important result is an equation containing standard partial regression coefficients, like this:

\[ Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e \]

Where:
- \( Y \) = Dependent Variable (Service Quality)
- \( a \) = Constant
- \( b_1 \) = Regression Coefficient Variable of Role of Bartender
- \( X_1 \) = Role of Bartender Variable
- \( b_2 \) = Regression Coefficient Variable of Expected Service
- \( X_2 \) = Expected Service Variable
- \( b_3 \) = Regression Coefficient Variable of Perceived Service
- \( X_3 \) = Perceived Service Variable
- \( e \) = Error
By using Classic Assumption Test in Multiple Regression, the researcher is going to explore the functional relationships between the dependent (Service Quality) and independent variables (Role of Bartender). Inside Classic Assumption Tests, there are 4 aspects, which are: Multicollinearity tests, Auto Correlation tests, Heteroscedasticity tests, and the last one is Normality Tests.

3.5.2 Multicollinearity Tests

Multicollinearity test has function to test regression model whether it has correlation between independent variables or not. A good regression model should not have correlation between independent variables then the variables will not be orthogonal. Orthogonal variable is an independent variable which has correlation with other independent variable equal to zero. It underlies mathematical estimation and measures how a predictor variable is related to other predictor variables. The correlation could affect variance of regression estimated. According to Katz (2006), variables correlated between 0.8 and 0.9 may cause problems, and variables at more than 0.9 will pose problem in the analysis (Katz, 2006).

3.5.3 Auto Correlation Tests

Correlation test is a statistical test to analyze the association between two or more ordinal scale. The Spearman's rank-order correlation is the nonparametric version of the Pearson product-moment correlation. Spearman's correlation coefficient measures the strength and direction of association between two ranked variables (Laerd Statistics).

\[
\rho = 1 - \frac{6\sum d^2}{n(n^2)}
\]

Where:
\[
\rho = \text{spearman correlation coefficient}
\]
\[
6\sum d^2 = \text{each variables square total}
\]
\[
n = \text{total sample} \]
De Vaus (2001) interpreted the result of correlation coefficient as below:

- 0.00 : no correlation
- 0.01 – 0.09 : deficient correlation
- 0.10 – 0.29 : weak correlation
- 0.30 – 0.49 : moderate correlation
- 0.50 – 0.69 : strong correlation
- 0.70 – 0.89 : negligible correlation
- >0.90 : almost perfect correlation

3.5.4 Heteroscedasticity Tests

The purpose of this test is to see whether inside a regression model there is an inequality variance of a residual chain between one research to another. This test could be done by seeing a scatter plot graphic, with data analysis as below:

1. If there is a pattern like dots that makes a regular pattern, it could be analyze that a heteroscedasticity has happened.
2. If there is no clear pattern, spreading dots from up and under 0, it could be define as there is no heteroscedasticity.

3.5.5 Normality Tests

Normality tests are used to determine whether a data set is well-modeled by a normal distribution or not, or to compute how likely an underlying random variable is to be normally distributed. (Szekely, G. J. and Rizzo, M. L (2005) A new test for multivariate normality). The shape of distribution of continuous variable in a multivariate analysis should correspond to a (univariate) normal distribution. That is, the variable’s frequency distribution of values should roughly approximate a bell-shaped curve. The data which shows that in normally distributed, the points will plot along an approximately straight line drawn through the middle half of the points. the data has followed a linear relationship model and the standardizes deviation has followed the normal standardized distribution.
3.5.6 F Test & T Test

The researcher will do f test and t test by using statistical package for science (Spss) software. F test is used to see whether the variables are independent collectively that can influence dependent variable. In this test there will be hypothesis that:

- Ho : $\beta_1=\beta_2=\beta_3=\beta_4=\beta_5=0$
- Hi : $\beta_i \neq 0$, where $i = 1,2,3$

For this test the researcher will use $\alpha = 0.05$ level of significant. For t test is to see the influence of each independent variable in regression model towards the dependent variable. So that the research can find out which dimension has the most powerful influence toward customer purchasing decision. For this test each independent variable will be test underlying hypothesis with significant standard $\alpha = 0.05$

3.6 Testing the Hypothesis

In order to have the best Hypothesis, the researcher need to test the element of each variable one by one. And it could be done by testing the hypothesis

a. $H_{0.1} : \beta_1 = 0$
   The role of bartender has no significant influence on Service Quality
b. $H_{1.1} : \beta_1 \neq 0$
   The role of bartender has significant influence on Service Quality
c. $H_{0.2} : \beta_2 = 0$
   Expected Service has no significant influence on Service Quality
d. $H_{2.1} : \beta_2 \neq 0$
   Expected Service has significant influence on Service Quality
e. $H_{0.3} : \beta_3 = 0$
   Perceived Service has no significant influence on Service Quality
f. $H_{3.1} : \beta_3 \neq 0$
   Perceived Service has significant influence on Service Quality
CHAPTER IV
ANALYSIS OF DATA
AND INTERPRETATION OF RESULT

4.1 Company Profile

Ocha & Bella is a restaurant and bar. Opened in March 2011, it occupies the space indoor / outdoor large enough in front of Morrissey Hotel, in the Menteng area of Central Jakarta. With the concept of a mixture of East and West - both in terms of design and cuisine, Ocha & Bella has paired menu of authentic Italian cuisine and Japanese "izakaya" style casual dining course social. The restaurant is divided into two main interior space with a distinctive style "industrial chic" which became for a main meal and bar, and an outdoor garden terrace with a more casual, relaxed atmosphere to eat and drink. Indoor and outdoor spaces flow together seamlessly so that visitors in them also enjoy soothing views over the green park. With a bright and airy spaciousness by day, Ocha & Bella turns into a nice atmosphere more visible at night, and the DJ played a few nights a week, the bar and lounge area exudes buzz up-tempo.

Ocha & Bella is owned and operated by the Svarna Group which is the new player in the Indonesian hospitality industry. It is backed by a team of local and multi-national with extensive international experience. The name of restaurant itself is derived from the Japanese word "ocha" which means "green tea", and "bella" - Italian for beautiful. Therefore, somehow it identifies an interesting combination of Asian and Western influences.

The concept of eating from Ocha & Bella is the creation of Giorgio Pappalardo culinary consultant, working with the team at Svarna Group. Culinary Director William di Nardo, with a contagious enthusiasm for excellence, heads the kitchen team. William grew up in northern Italy and implanted with family heritage-style Italian cooking from an early age, and then formally trained in culinary school in Genova. The next international experience working in an Italian restaurant, both in the United States, and Shanghai, is a precursor to the challenges of building a fine culinary reputation Ocha & Bella.
4.1.1 Organizational Structure

In every company, it is a must to have an organizational structure, where each organizational structure is one of the factors that determine the survival of the company. In the organizational structure should be built a good relationship and cooperation between all personnel so that each of the company objectives can be achieved. In addition, the structure of this organization will explain the division of duties, powers, and responsibilities of each personnel. The organizational structure below is a schematic illustration of the relationship of cooperation in the company of PT Svarna Group.

Figure 4.1 Organizational Structure of PT Svarna Kreasindo
(Source: HR Department)
4.2 Data Result Analysis

This part of chapter is the extensive report of the result of the research. The researcher will present full analysis of the data from respondents.

4.2.1 Result of Validity Testing

Validity testing is an instrument that used to measure what it intends to be measured (Ferdinand 2006). Researchers used SPSS 20 for Windows to test the validity of variables. To measure the validity of each question, the correlation value of each variable have to be greater than 0.39 based on Spearman r table. The decision basis on this validity of this test are as follows:

- If rResult > rtable, then the question declared as invalid
- If rResult < rtable, then the question declared as valid

The result of Rtable is obtained from calculations by using SPSS 20. Below is the validity of the test results:
Table 4.2.1 Result of Validity Testing
(Source: Self-Construct, SPSS 20)

<table>
<thead>
<tr>
<th>Corrected Item-Total Correlation</th>
<th>Degree of Freedom</th>
<th>Validity</th>
</tr>
</thead>
<tbody>
<tr>
<td>.650</td>
<td>.390</td>
<td>Valid</td>
</tr>
<tr>
<td>.530</td>
<td>.390</td>
<td>Valid</td>
</tr>
<tr>
<td>.777</td>
<td>.390</td>
<td>Valid</td>
</tr>
<tr>
<td>.502</td>
<td>.390</td>
<td>Valid</td>
</tr>
<tr>
<td>.601</td>
<td>.390</td>
<td>Valid</td>
</tr>
<tr>
<td>.665</td>
<td>.390</td>
<td>Valid</td>
</tr>
<tr>
<td>.649</td>
<td>.390</td>
<td>Valid</td>
</tr>
<tr>
<td>.447</td>
<td>.390</td>
<td>Valid</td>
</tr>
<tr>
<td>.707</td>
<td>.390</td>
<td>Valid</td>
</tr>
<tr>
<td>.763</td>
<td>.390</td>
<td>Valid</td>
</tr>
<tr>
<td>.746</td>
<td>.390</td>
<td>Valid</td>
</tr>
<tr>
<td>.728</td>
<td>.390</td>
<td>Valid</td>
</tr>
<tr>
<td>.743</td>
<td>.390</td>
<td>Valid</td>
</tr>
<tr>
<td>.712</td>
<td>.390</td>
<td>Valid</td>
</tr>
<tr>
<td>.787</td>
<td>.390</td>
<td>Valid</td>
</tr>
<tr>
<td>.794</td>
<td>.390</td>
<td>Valid</td>
</tr>
<tr>
<td>.729</td>
<td>.390</td>
<td>Valid</td>
</tr>
<tr>
<td>.777</td>
<td>.390</td>
<td>Valid</td>
</tr>
<tr>
<td>.779</td>
<td>.390</td>
<td>Valid</td>
</tr>
<tr>
<td>.704</td>
<td>.390</td>
<td>Valid</td>
</tr>
<tr>
<td>.625</td>
<td>.390</td>
<td>Valid</td>
</tr>
<tr>
<td>.761</td>
<td>.390</td>
<td>Valid</td>
</tr>
<tr>
<td>.605</td>
<td>.390</td>
<td>Valid</td>
</tr>
<tr>
<td>.768</td>
<td>.390</td>
<td>Valid</td>
</tr>
<tr>
<td>.789</td>
<td>.390</td>
<td>Valid</td>
</tr>
<tr>
<td>.634</td>
<td>.390</td>
<td>Valid</td>
</tr>
</tbody>
</table>
Validity test result can be viewed based on the score of Corrected Item-Total Correlation, compared with the Spearman r table score with the significance of 0.05 with 30 respondents which is 0.390. Based on the table above, each Corrected Item-Total Correlation is higher than 0.390 which means that all the scale items are valid and can be used as the measurement items.

### 4.2.2 Reliability Test

Reliability is a measurement tools to show how far is the reliability of one output can be trusted (Azwar, 2003). The method that will be used is going to result the coefficient of reliability of all variables. The coefficient of reliability will be in the range of 0 to 1. If the coefficient is getting closer to 1, it means that the reliability is getting better. But if it’s getting closer to 0, it means that it is not reliable. A commonly accepted rule of thumb for describing internal consistency using Cronbach's alpha is as follows:

<table>
<thead>
<tr>
<th>Cronbach’s alpha internal consistency</th>
</tr>
</thead>
<tbody>
<tr>
<td>$\alpha \geq .9$</td>
</tr>
<tr>
<td>$.9 &gt; \alpha \geq .8$</td>
</tr>
<tr>
<td>$.8 &gt; \alpha \geq .7$</td>
</tr>
<tr>
<td>$.7 &gt; \alpha \geq .6$</td>
</tr>
<tr>
<td>$.6 &gt; \alpha \geq .5$</td>
</tr>
<tr>
<td>$.5 &gt; \alpha$</td>
</tr>
</tbody>
</table>

The result of reliability test of this research can be seen as follows:

Table 4.2.2 Reliability Testing for Independent Variables

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach’s Alpha</th>
<th>Remark</th>
</tr>
</thead>
<tbody>
<tr>
<td>The role of Bartender</td>
<td>0.882</td>
<td>Reliable</td>
</tr>
<tr>
<td>Expected Service</td>
<td>0.926</td>
<td>Reliable</td>
</tr>
<tr>
<td>Perceived Service</td>
<td>0.848</td>
<td>Reliable</td>
</tr>
<tr>
<td>Service Quality</td>
<td>0.871</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

Based on the reliability tables above, it has shown that all of the variables passed the reliability test with the Cronbach’s Alpha from 0.848 up to 0.926. The researcher has analyze and compare the result with the Cronbach’s Alpha internal consistency theory, and all the cronbach’s alpha result were on the stage of Good and Excellently reliable.

4.2.3 Demographic Profile

4.2.3.1 Gender

Table 4.2.3.1 Respondent’s Gender Table

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>37</td>
<td>37%</td>
</tr>
<tr>
<td>Female</td>
<td>63</td>
<td>63%</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>

Based on table above, out of 100 respondents, there were 37 male respondents and 63 female respondents or 37% male respondents and 63% respondents. So according to the table, most of Ochabella’s customers are female.
4.2.3.2 Age

Table 4.2.3.2 Respondent’s Age Table
Source : Conducted by Researcher

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;20 years old</td>
<td>9</td>
<td>9%</td>
</tr>
<tr>
<td>21-25 years old</td>
<td>23</td>
<td>23%</td>
</tr>
<tr>
<td>26-30 years old</td>
<td>32</td>
<td>32%</td>
</tr>
<tr>
<td>31-35 years old</td>
<td>25</td>
<td>25%</td>
</tr>
<tr>
<td>&gt;36 years old</td>
<td>11</td>
<td>11%</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table above shows that the most of the respondents aged 26 years old until 35 years old, with the age group of 26-30 years old has the frequency of 32 respondents and the age group of 31-35 years old has the frequency of 25. So according to the table above, most of the Ochabella’s customers are adult females who are already has a stable financial position.

4.2.3.3 Occupation

Table 4.2.3.3 Respondent’s Occupation Table
Source : Conducted by Researcher

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student</td>
<td>20</td>
<td>20%</td>
</tr>
<tr>
<td>Company Employee</td>
<td>38</td>
<td>38%</td>
</tr>
<tr>
<td>Housewife/ Househusband</td>
<td>25</td>
<td>25%</td>
</tr>
<tr>
<td>Entrepreneur</td>
<td>17</td>
<td>17%</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>

Based on the table above, most of the respondents are housewives/househusbands and employees, with housewives have the percentage of 25% and employees have the percentage of 38%. According to the statement above, most of
Ochabella’s customers are adults who own their own money or/and already have a family.

4.2.3.4 Domicile

<table>
<thead>
<tr>
<th>Domicile</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Jakarta</td>
<td>10</td>
<td>10%</td>
</tr>
<tr>
<td>West Jakarta</td>
<td>15</td>
<td>15%</td>
</tr>
<tr>
<td>Central Jakarta</td>
<td>20</td>
<td>20%</td>
</tr>
<tr>
<td>South Jakarta</td>
<td>32</td>
<td>32%</td>
</tr>
<tr>
<td>North Jakarta</td>
<td>10</td>
<td>10%</td>
</tr>
<tr>
<td>Bodetabek</td>
<td>13</td>
<td>13%</td>
</tr>
</tbody>
</table>

According to the table above, most of the customers come from South Jakarta and Central Jakarta, with the number of the research respondents from South Jakarta reached 32 and from Central Jakarta reached 20. So based on the statement above, the spread of Ochabella’s customers is centered in South Jakarta and Central Jakarta.

4.3 Model Analysis

4.3.1 Multicollinearity Test

To examine multicollinearity test, it could be done by using 2 ways. The first one is According to Santoso (2001), commonly if VIF is bigger than 5, it means that the variable has a multicollinearity problem with another independent variable. It could also be examined by using Tolerance. Tolerance is an indication of the percent of variance in the predictor that cannot be accounted for by the other predictors, hence very small values indicate that a predictor is redundant, and values that are less than 5 may merit further investigation. A Tolerance close to 1 means there is little Multicollinearity, whereas a value close to 0 suggests that Multicollinearity may be a threat. This is referred to as the problem of multicollinearity.
Multicollinearity test is used to test multicollinearity between independent variables of this regression model, which are The role of Bartender, Expected Service, and Perceived Service. If there is no indication of strong correlation between variables, it means that the regression model is good.

From table above, the correlation matrix between them are:

1. Role of Bartender and Expected Service has the value of -0.663.
2. Expected Service and Perceived Service has the value -0.247.
3. Perceived Service and Role of Bartender has the value of 0.092.

According to Josie (2012), large correlation coefficients in the correlation matrix of predictor variables indicate multicollinearity, if there is a multicollinearity between any two predictor variables, then the correlation coefficient between these two variables will be near to unity (Josie, 2012). There are no values that exceed the value of 0.9. So there is no multicollinearity between independent variables.

### 4.3.2 Auto Correlation Tests

Auto Correlation test is use to know whether there is a deviation of classic assumption for auto correlation. In this research, to test auto correlation is by using Durbin Watson. According to (Santoso & Tjiptono, 2001) there are some guidelines to know an autocorrelation to Durbin Watson number, such as:

<table>
<thead>
<tr>
<th></th>
<th>Constant</th>
<th>Role of Bartender</th>
<th>Expected Service</th>
<th>Perceived Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>1.000</td>
<td>-0.513</td>
<td>0.008</td>
<td>-0.421</td>
</tr>
<tr>
<td>Role of Bartender</td>
<td>-0.513</td>
<td>1.000</td>
<td>-0.663</td>
<td>0.092</td>
</tr>
<tr>
<td>Expected Service</td>
<td>0.008</td>
<td>-0.663</td>
<td>1.000</td>
<td>-0.247</td>
</tr>
<tr>
<td>Perceived Service</td>
<td>-0.421</td>
<td>0.092</td>
<td>-0.247</td>
<td>1.000</td>
</tr>
</tbody>
</table>

Table 4.3.1 Multicolleniarity Table

Source : Statistical Products and Solution Services and Primary Data V20.0
1. If DW number is below -2, it means that there is a positive autocorrelation
2. If DW number is between -2 up to +2 it means that there is no autocorrelation
3. If DW number is above +2 it means that there is a negative autocorrelation.

Table 4.3.2 Auto Correlation Table (Durbin Watson)

Source: Statistical Products and Solution Services and Primary Data V20.0

<table>
<thead>
<tr>
<th>Model</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1.635</td>
</tr>
</tbody>
</table>

According to the table above, the value of Durbin Watson is 1.635. According to the theory of (Santoso & Tjiptono, 2001), If DW number is between -2 up to +2 it means that there is no autocorrelation.

4.3.3 Heteroscedasticity Test

The heteroscedasticity test can work if all the data are normally distributed. It could be shown if all of the points spread out and did not make any pattern. If the points did not spread out, it means that the data is not normally distributed and it could be considered as heteroscedasticity. Also, the points that spread must be between the value of -2 to 2.
By looking at the scatterplot above, it can be seen that all the points did not make any pattern and also it spreads out between the value of -2 to +2, the researcher can conclude that the result of this scatterplot are normally distributed and it has no tendency of heteroscedasticity.

4.3.4 Normality Test

Normality test usually use to know whether one data population has a normal distribution or not. The data in normality test shows the points will plot along an approximately straight line drawn through the middle half of the points.

Based on the Normality Probability Plot figure above, the researcher can conclude that the probability plot has standardized residual with the independent variables (The role of Bartender, Expected Service, and Perceived Service) as independent variable and Consumer choices as dependent variable because the figure has a tendency to draw a straight line through the middle.
4.3.5 Multiple Regression Model

The result of data processing obtained from the above equation field of observation made on Ocha Bella Restaurant with the spread of data as illustrated in the histogram as follows

![Histogram Figure in Multiple Regression Model](image)

Figure 4.3.5 Histogram Figure in Multiple Regression Model

Test Source: Statistical Products and Solution Services and Primary Data V20.0

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>1.387</td>
<td>2.082</td>
<td>2.148</td>
<td>.033</td>
</tr>
<tr>
<td>The role of Bartender</td>
<td>.138</td>
<td>.067</td>
<td>.116</td>
<td>.039</td>
</tr>
<tr>
<td>Expected Service</td>
<td>.262</td>
<td>.092</td>
<td>.178</td>
<td>.005</td>
</tr>
<tr>
<td>Perceived Service</td>
<td>.379</td>
<td>.069</td>
<td>.385</td>
<td>.000</td>
</tr>
</tbody>
</table>

Table 4.3.5.1 The Significant of The role of bartender towards Service Quality

Source: Statistical Products and Solution Services and Primary Data V 20
The purpose of multiple regression is to understand functional relationships; the important result is an equation containing standard partial regression coefficients along with the function, such as:

\[ Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e \]

Based on the coefficient table, the result of multiple regression will be obtained as the table below:

<table>
<thead>
<tr>
<th>Independent Variables</th>
<th>Significance Value</th>
<th>Standard Value of 0.05</th>
</tr>
</thead>
<tbody>
<tr>
<td>The role of Bartender (X1)</td>
<td>0.039</td>
<td>Significance</td>
</tr>
<tr>
<td>Expected Service (X2)</td>
<td>0.005</td>
<td>Significance</td>
</tr>
<tr>
<td>Perceived Service (X3)</td>
<td>0.000</td>
<td>Significance</td>
</tr>
</tbody>
</table>

the equation will be obtained as follows:

\[ Y = 0.116X_1 + 0.178X_2 + 0.385X_3 + e \]

Where as:

\[ Y \] = Service Quality

\[ a \] = Constant

\[ b_1,...,b_5 \] = Regression Coefficient

\[ X_1 \] = The role of Bartender

\[ X_2 \] = Expected Service

\[ X_3 \] = Perceived Service
To interpret the result of the Significance, all of the result have to be <0.05. And by looking at the result, according to table 4.3.4.2, it stated by looking at the result of the significance all of the independent variables that give significant influence towards Service Quality.

### 4.3.6 Coefficient of Determination (R²)

Multiple regression is use to find out a relationship between two or more independent variables (X₁,X₂,...Xₙ) with the dependent variable (Y) at the same time. The value of R is on the range of 0 to 1. If the value of R is getting closer to 1, it means that the relationship between the independent variable and the dependent variable is getting stronger. And vice versa, if the value of R is getting closer to 0, it means that the relationship between the independent and dependent variable are getting weaker. According to Sugiyono (2007), there are some guidelines to interpret correlation coefficient. Such as:

- 0.0 – 0.199 = Very Weak
- 0.20 - 0.399 = Weak
- 0.40 - 0.599 = Medium
- 0.60 - 0.799 = Strong
- 0.80 - 1.000 = Very Strong

By looking at the table of coefficient and correlation (R) of the regression model from the researcher’s table, the result shows value of 0.598. The researcher can conclude This shows that there is a relationship between The role of Bartender (Expected Service, Perceived Service) with Service Quality. Although the relationship between the dependent variable and independent variables are in the medium part because the result of R is at the medium stage.

While (R) shows about the relationship between dependent and independent variable, The Coefficient of Determination (R²) shows how much is the percentage variation of the independent variable that could be used in the model to explain the variation of dependent variable. If R² = 0, It means that the percentage of influence from independent variable to dependent variable is 0. Or in the other words,
the variation of independent variable that is used in the model did not explain at all the variation of dependent variable. And vice versa, if $R^2 = 1$, it means that the percentage of influence from independent variable to dependent variable is perfect. Or in the other words, the variation of independent variable that used in the model explained 100% the variation of dependent variable. Based on the table below, the $R^2 = 0.357 \ (35.7\%)$. It shows that the influence of The role of Bartender (Expected Service, Perceived Service) to Service Quality in Ocha Bella Restaurant is 35.7%. While the rest of 64.3% may influenced or explained with another variables that did not include in this research model. The Adjusted $R^2$ is lower from $R^2$ with the value of 0.342, and The Standard Error of the Estimate value is 2.57413.

Table 4.3.6 Coefficient of Determinant Table
Source: Statistical Products and Solution Services and Primary Data V20.0

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.598</td>
<td>.357</td>
<td>.342</td>
<td>2.57413</td>
<td>1.635</td>
</tr>
</tbody>
</table>
4.3.7 F Test

This test is done to figure out whether the independent variables \((X_1, X_2, ..., X_5)\) simultaneously give a significant effect towards dependent variable \((Y)\).

Table 4.3.7 Analysis of Variance Table
Source: Statistical Products and Solution Services and Primary Data V20

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>773,838</td>
<td>4</td>
<td>154,768</td>
<td>23,357</td>
<td>.000</td>
</tr>
<tr>
<td>Residual</td>
<td>1391,495</td>
<td>210</td>
<td>6,626</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>2165,333</td>
<td>214</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

According to the result of the ANOVA Table, It stated there that the value of \(F = 24.687\), and the Sig. = 0.000. Hypothesis is going to be done in order to explain the result of F-Test as follows:

\(H_0\) = There is no simultaneously significant effect between The role of Bartender toward Service Quality.

\(H_a\) = There is simultaneously significant effect between The role of Bartender toward Service Quality.

After making the hypothesis, the researcher use the significance level of 5% = 0.05. By using F table, the researcher look for the \(df_1\) (number of variable) = 5, and \(df_2\) (n-k-1) = 30-5-1 = 24. \(n :\) number of the case, \(k: \) number of independent variable. And the result by looking at the F table is 2.62. The criterion of testing is:

\(H_0\) is accepted if \(F\) result < \(F\) table. And vice versa \(H_0\) is rejected if \(F\) result > \(F\) table. In this case \(H_0\) is rejected because \(F\) result is 23.357, and \(F\) table is 2.62. It means There is simultaneously significant effect between The role of Bartender toward Service Quality.
4.3.8  T Test

This test is done to figure out whether in one regression model, the independent variables \((X_1, X_2, \ldots, X_n)\) partially give significant effect to the dependent variable \((Y)\). The researcher is going to test each independent variable one by one starting from The role of Bartender.

Table 4.3.8 T-test table for The role of Bartender
Source: Statistical Products and Solution Services and Primary Data V20

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>12,911</td>
<td>1,644</td>
<td>7,852</td>
</tr>
<tr>
<td></td>
<td>The role of Bartender</td>
<td>.217</td>
<td>.097</td>
<td>.151</td>
</tr>
</tbody>
</table>

By looking at the result table, the researcher got the result of \(t = 2.235\) and \(\text{Sig.} = 0.039\). Before moving forward to analyze the result, the same as what the author do to the t-test table, first thing the author is going to make the hypothesis first, determine the level of significance and degree of freedom, and then compare the value of \( t\)-result and the value in \( t\)-table.

\[H_0 = \text{There is no significant partial influence between Mission and Consumer choices.} \quad (H_0 \text{ is accepted if } t \text{ result} < t \text{ table})\]

\[H_1 = \text{There is significant partial influence between Mission and Consumer choices.} \quad (H_1 \text{ is accepted if } t \text{ result} > t \text{ table})\]

The level of significance uses in this test based on table is \(\alpha = 5\% = 0.05\) (two tailed test) with \(df = (n-k-1) = (30-5-1) = 24\). By looking at \(t\) table, it shows the result of 2.064. The hypothesis is consider accepted if \( t\) result > \( t\) table. In conclusion, this hypothesis is accepted because the value of \( t\)-result is higher that \( t\)-table of 2.235>2.064 . It means, there is significant partial influence between The role of Bartender and Service Quality.
The second T-test analysis will be for Expected Service. The researcher is trying to figure out whether Expected Service gives a partial significant influence to Service Quality.

Table 4.3.8.1 T test for Expected Service

Source: Statistical Products and Solution Services and Primary Data V20

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>13,967</td>
<td>1,559</td>
<td>8.958</td>
</tr>
<tr>
<td></td>
<td>Expected Service</td>
<td>.136</td>
<td>.081</td>
<td>.114</td>
</tr>
</tbody>
</table>

By looking at the result table, the researcher got the result of $t = 1.676$ and Sig. = 0.005. Hypothesis for this test are as follows:

- $H_0$ = There is no significant partial influence between Expected Service and Service Quality. ($H_0$ is accepted if $t$ result $< t$ table)
- $H_1$ = There is significant partial influence between Expected Service and Service Quality. ($H_1$ is accepted if $t$ result $> t$ table)

The level of significance uses in this test based on table is $\alpha = 5\% = 0.05$ (two tailed test) with $df = (n-k-1) = (30-5-1) = 24$. By looking at $t$ table, it shows the result of 2.064. In conclusion, hypothesis $H_0$ is accepted and hypothesis $H_1$ is rejected because $t$ result $< t$ table ($1.676 > 2.064$). It means that there is no significant partial influence between Expected Service and Service Quality.
The third T-test is for Perceived Service. The researcher is going to find out whether Perceived Service give partial significant influence to Service Quality.

According to t-test table, it shows the t result of 6.541 and the Significance of 0.000. Hypothesis for this test are as follows :

\( H_0 = \) There is no significant partial influence between Message and Consumer choices. (\( H_0 \) is accepted if t result < t table)

\( H_1 = \) There is significant partial influence between Message and Consumer choices. (\( H_1 \) is accepted if t result > t table)

The level of significance uses in this test based on table is \( \alpha = 5\% = 0.05 \) (two tailed test) with df = \( (n-k-1) = (30-5-1) = 24 \). By looking at t table, it shows the result of 2.064. The hypothesis is consider accepted if t result > t table. In conclusion, this hypothesis is accepted because the value of t-result is higher that t-table of 6.541>2.064 . It means, there is significant partial influence between Perceived Service and Service Quality.

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>10,571</td>
<td>.936</td>
<td>11,293</td>
</tr>
<tr>
<td>Perceived Service</td>
<td>.600</td>
<td>.092</td>
<td>.408</td>
<td>5,455</td>
</tr>
</tbody>
</table>

Table 4.3.8.2 T Test table for Perceived Service
Source: Statistical Products and Solution Services and Primary Data V20
4.4 Interpretation of Result

1. The Role of Bartender towards Service Quality in Ocha Bella Restaurant

   According to the result of F test, The role of Bartender has simultaneous influence towards Service Quality. But according to T test, The role of Bartender have no partial influence towards Service Quality because the result of T-test is 1.676 which is less than the requirement of 2.064. But according to the Multiple Regression table, The role of Bartender has significant influence towards Service Quality because the value of the significance is 0.039 which is less than the requirement Cronbach Alpha of 0.05.

   Based on the statement above and related to the questionnaire and the result, customer do care about how important the role of a bartender is in making a good service quality in a restaurant.

2. Expected Service towards Service Quality in Ocha Bella Restaurant

   According to the result of F test and T test, Expected Service has significant influence towards Service Quality. It shown by the significance value of 0.005, which is under 0.05, meaning that Expected Service give significant influence towards Service Quality.

   Based on the above statement and related to the questionnaire it can be conclude that Consumer of Ocha Bella Restaurant have an expected service in their minds for a good service quality in a classy restaurant like Ocha Bella.
3. Perceived Service towards Service Quality in Ocha Bella Restaurant

According to the result of F test and T test, Perceived Service has significant influence towards Service Quality. It is shown by the t result of 6.541 which is the highest value of t among the other variables, while the value of t from the table is 2.064. The result of t test for Perceived Service is the highest among all of the independent variables. While the significance value is 0.000, which is under 0.05, means that Perceived service give significant influence towards Service Quality.

Based on the above statement and related to the questionnaire it can be conclude that Consumer of Ocha Bella Restaurant understood that the perceived service that they get during their visit to Ocha Bella Restaurant, will have the highest impact in service quality.
CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

The purpose of this research was to analyze the role of bartender (expected service, perceived service) towards service quality of Ocha Bella Restaurant. From the research that has been conducted, the conclusion are as follows:

1. The role of Bartender has significant simultaneous influence towards Service Quality.
2. The role of Bartender has partial significant influence towards Service Quality.
3. Expected Service has a positive relationship and significant influence towards Service Quality.
4. Perceived Service has a positive relationship and significant influence towards Service Quality.

Based on the result from this research, it indicates that Perceived Service is the most significant variable among the entire variable. Ocha Bella restaurant has to improve the performance of The role of Bartender because partially, it does not give a significant influence towards Service Quality.
5.2 Recommendations

Based on those conclusions above and some finding in this study, there are some possible course of action may be identified. The following recommendations are offered as guidelines or suggestion for consideration and possible application by Ocha Bella Restaurant in dealing with the consumer. The following recommendations are made:

1. Ocha Bella Restaurant
   As it stated above in conclusion, the role of Bartender has partial significant influence towards Service Quality. According to the research that researcher got from this study, the consumer did not see clearly what is the essence and objective if the Role of Bartender did not go together with Expected service and Perceived service. Therefore, according to the result, the researcher recommend Ocha Bella Restaurant to give a professional service training to their bartenders so that the customers will achieve more satisfaction. Thus, it can influence more people to come and be the guest of Ocha Bella Restaurant

2. For Future Researches
   By doing all of those recommendation that the researcher has gives through this study, hopefully this study can be a good reference in order for the future researcher to explore more of the other variables that are not highlighted in this study. So that it can filled the remaining 64.3% factors that are not explained in this research
REFERENCES


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Toit, M. D. (2002). incidental sampling in order to be scientifically valid.


Unknown. (2007). T Table.


Dear respected respondents,

My name is Edwin Rinaldy an 8th semester student of President University majoring in Hotel Tourism Management. As the requirement to be graduated, I am now conducting a research for my undergraduate thesis analyzing The Function of Bartender and Service Quality in Improving Customer Satisfaction in Ocha & Bella Bar.

Therefore, I really need your participation to fill out this questionnaire. Even so, you are not forced to fill this. If you are having difficulties to fill out this questionnaire or you do not speak English, please contact me personally.

Name : ____________________________
Gender : MALE // FEMALE
Age : ____________________________
Telephone : ____________________________

1. Name higher level learning or working institution & Position
   ____________________________

2. Main reason to visit
   PERSONAL REASONS // LEISURE // BUSINESS

3. Eating out frequency in a week
   1-2 // 3-5 // 6-10 // more than 10
4. Monthly Expenditure
   <IDR 10,000,000 // IDR 10,000,001 – IDR 50,000,000 // >IDR 50,000,001

5. Information about Ocha Bella
   WEBSITE // ADVERTISING // FRIEND // OTHERS (Please specify)

This Likert-scaled questionnaire consists 41 of statements. Please cross (x) the most suitable answer of each number. The point rating scale is as follows:

SD = Strongly Disagree  A = Agree  N = Neutral
D = Disagree  SA = Strongly Agree

<table>
<thead>
<tr>
<th>NO.</th>
<th>STATEMENTS</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><em>The role of Bartender</em></td>
<td>----</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>----</td>
</tr>
<tr>
<td>1</td>
<td>I find the Bartender in Ocha Bella is very helpful in giving out information about beverages</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>The bartender in Ocha Bella are very friendly</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>I find the drinks are mixed perfectly by the bartender</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>The bartender always try to talk to their customers and make them feel welcomed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Service Quality</em></td>
<td>----</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>----</td>
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<td>5</td>
<td>The bartender of Ocha Bella always looked clean, neat, and appropriately dressed</td>
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| 7 | The bartender perform the service right at the first time  
(e.g. The cashier has correct records of your purchasing details) |   |   |   |
| 8 | The bartender tell you exactly when services will be provided  
(e.g. The bartender informs you about the drinks promo during your visit) |   |   |   |
| 9 | The bartender have required skill to perform service  
(e.g. The bartender can explain clearly about the drinks recipe) |   |   |   |
| 10 | The bartender show personal attention to you |   |   |   |

**Customer Satisfaction**

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<tbody>
<tr>
<td>15</td>
<td>Overall, I feel satisfied throughout my visit</td>
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<tr>
<td>16</td>
<td>I would love to recommend Ocha Bella restaurant to my colleagues</td>
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<td>17</td>
<td>I would love to return back to Ocha Bella</td>
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<tr>
<td>18</td>
<td>Excellent quality of service</td>
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Do you have any comment or suggestion to Ocha Bella restaurant? If so, please kindly write it down.