

## ABSTRACT

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*The number of types of food that is owned by the restaurant Ambassador Coffee Shop Holiday Inn Bandung Pasteur requires the waiter to master the menu in order to explain and advise the guests who come to the restaurant. At a minimum, a waiter must be able to explain what are the basic ingredients and how to make food and drinks so when guests ask about it, the waiter will be able to answer it. Holiday Inn Bandung Pasteur strives to implement a menu of knowledge for the waiter with the utmost maximum, but there are still a number of waiters who lack control of the menu knowledge. The purpose of this study is to find out the menu knowledge function for the waiter in supporting guest satisfaction. The method used in this study is a qualitative method, observations made for six months to examine restaurant operational activities, interviews with employees and restaurant supervisors to validate the results of observations, and documentation studies. A waiter must have a good menu knowledge, because usually guests will ask for an explanation of the menu. Lack of menu knowledge by the waiter will have an impact on guest satisfaction. Ambassador Coffee Shop has provided information about the menu material, but there are still waiters who are still lacking in menu knowledge menu. The results of this study indicate that the menu knowledge function in guest satisfaction is indispensable by the waiter and it is found that there are waiters at the Ambassador Coffee Shop that are not competent in mastering the menu knowledge.*

*Key word: Menu Knowledge, Waiter, Guest Satisfaction, Coffee Shop*

