

ABSTRACT

The restaurant is a building used to sell food and drinks which is equipped with equipment and provides the best service for guests. One of them is the bar department which provides beverage service. The bar serves everything from making drinks to serving drinks. Barista performance in restaurant operations can affect service quality and product quality by selling various types of coffee and implementing satisfying service. This study attempts to analyze the role of the barista profession in relation to the smooth operation of restaurant outlets. So that it can be seen how important the influence of a profession, especially professional baristas, in the progress of the restaurant business at The Jayakarta Bandung Suite Hotel & Resort. Therefore, the authors conducted observations to examine the role of Barista at the restaurant at The Jayakarta Bandung Suite Hotel & Resort using qualitative descriptive methods and data collection techniques used in this study were observation, interviews, documentation and literature study. The results of this study show that barista staff plays a very important role in the Scenery Bar, as evidenced by the sales data of coffee products reaching 36% of all sales at Scenery Bar. Basically, the Barista staff at Scenery Bar have met their qualifications. However, in daily operations there are still shortcomings that cause problems, as evidenced by several guest reviews. From the problems that occur, the Food & Beverage Service department at The Jayakarta Bandung Suite Hotel & Resort should further improve the quality of beverage products at the Scenery Bar so that they are preferred by guests, by holding training every period, creating delicious coffee innovations, creating excellent service at services so that guests are comfortable. Barista staff should pay more attention to the interests of guests, by delaying their activities a little while producing coffee in order to accommodate guests' wishes. Management should follow up on negative comments from guests regarding the performance of Baristas and provide support facilities in the form of intensive trainings for Baristas to improve the quality of performance and products produced by Baristas.

Keywords: Role, Barista, Service Quality, Qualitative Research