

ABSTRACT

Guest satisfaction with bar services and products in hotels is a crucial factor that impacts the success of the hotel business. This research aims to analyze guest satisfaction towards the bar services and products in hotels. The research method used is a survey conducted among guests who utilize the bar facilities in the hotel. The research sample consists of 138 respondents randomly selected from several hotels in the same city.

The purpose of this study is to provide an overview to the management of the Bar Hotel Upscale in Kota Bandung about the importance of the quality of service and bar products they provide to consumers visiting their bar. It is hoped that this will maintain a stable consumer occupancy, as good quality service and products can result in high levels of customer satisfaction.

The method used in this Final Project is the Kano method. This method is employed to measure the level of satisfaction by comparing two functional and dysfunctional questions, which are then categorized into one of the 6 Kano categories. Furthermore, the Better and Worse analysis technique is used in the Kano calculation to obtain strategies for maintaining or improving attributes.

The research results indicate that the majority of guests are satisfied with the bar services and products provided by the hotel. Factors influencing guest satisfaction include the quality of drinks, service speed, staff friendliness, and a pleasant bar atmosphere. However, there are several aspects that need improvement to enhance guest satisfaction, such as offering more menu variations, more affordable prices, and improving the quality of bar staff.

Based on these findings, hotels should pay attention to the quality of products and services offered at their bars. Additionally, they should create a pleasant atmosphere and set reasonable prices to attract guests and achieve their satisfaction. This research contributes to understanding the factors that influence guest satisfaction with bar services and products in hotels.

Keywords: Product Quality, Service Quality, Guest Satisfaction, Upscale Hotel.