

ABSTRACT

The bar industry is currently experiencing rapid growth and is highly popular among young people, as it is considered a part of their lifestyle, offering a diverse range of beverages to explore new experiences. However, to date, no research has been conducted on guest satisfaction with the quality of service and bar products in the city of Bandung. Several reviews have suggested that the quality of bar service does not meet consumer expectations. This study aims to assess the quality of service and guest satisfaction with bar products in Bandung. The research employs a quantitative approach, and data collection is carried out through questionnaires. The number of respondents is determined using the Hair formula, resulting in a sample size of 105 individuals who have visited bars in Bandung. Data collected to measure guest satisfaction levels are analyzed using the Customer Satisfaction Index (CSI) technique. The calculation reveals that guest satisfaction with the service and bar products is 77.92%, indicating that consumers are satisfied with the service and bar products available in Bandung. This is supported by questionnaire results that demonstrate the service and bar products meet guest expectations and provide a sense of security and empathy. In conclusion, the quality of bars in Bandung appears to be quite optimal in terms of both service and the products offered. This research is expected to serve as a reference point for the bar industry to continually enhance bar quality

Keywords: Bar, Service Quality, Product Quality.