

## ABSTRACT

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*Customer experience is one of the most important factors that can determine the success or failure of a business. The role of a bartender is not only limited to mixing and serving drinks to consumers but also includes a variety of important responsibilities that contribute to creating a pleasant atmosphere and experience for them. A bartender must build good relationships with customers through friendly, communicative interactions and listen to their needs and preferences, ensuring that consumers are satisfied. Because the feeling of satisfaction experienced by a consumer can have a big impact on the sustainability of a business. consumer experience has a positive and significant effect on customer satisfaction. This study uses a type of qualitative research with a descriptive approach to understand and describe the phenomenon in depth based on sources from the participants. Data collection was carried out by interviewing Roots Resto & Lounge bartenders and several Roots Resto & Lounge consumers. The data analysis technique in this research uses the thematic analysis method. The results of this study indicate that bartenders play an important role in creating a positive consumer experience through service quality, good interactions, and a comfortable physical environment at Roots Resto & Lounge. Bartenders there always maintain the quality of their service by always ensuring that consumers are satisfied with the services they provide. Consumer experience is also influenced by the speed of service, cleanliness, and creativity of bartenders in creating new drinks. In addition, previous consumer experiences with effective Word of Mouth strategies also strengthen customer loyalty and satisfaction. Aim to improve customer experience by knowing what bartenders can do to create a customer experience and improve bartender skills and creativity in making drinks.*

*Keywords: Bartender, Consumer Experience, Consumer Satisfaction*