

## Efforts To Increase Guests Satisfaction Through The Quality of Waiter Service at Semawis All-Day Dining Restaurant Padma Hotel Semarang

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### KEYWORDS

guest satisfaction;  
hotel; restaurant;  
service quality,  
waiter.

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### ABSTRACT

Semawis All-Day Dining Restaurant is the main restaurant of Padma Hotel Semarang which provides all meals throughout the day. Waiters have a big influence because they play a role in the success of a restaurant. A waiter must always show the best service in front of guests, however there are obstacles faced by waiters, namely limited eating utensils, complaints from guests at breakfast, especially during high season, because waiters are not focused and panic easily. Guest satisfaction is one of the most important factors, therefore waiters are responsible for the quality of service and have a big influence on guest satisfaction in the restaurant. The purpose of this research is to determine the efforts of waiters in increasing guest satisfaction and the obstacles and solutions faced by waiters. This research is research that uses a qualitative approach with a descriptive study. The data collection techniques used were observation, interviews, literature study and documentation so that accurate data was obtained. The research results obtained show that the service provided by waiters to guests can be assessed as very good by handling guest complaints, which is one way to increase guest satisfaction. Efforts made by waiters to increase guest satisfaction include implementing established service standards, writing comments in the comment log, providing service recovery, and conducting training. Efforts to increase guest satisfaction through service quality, as evidenced by positive reviews from guests directly or from online travel agent platforms.

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### INTRODUCTION

As globalization progresses in the field of technology and information, the development of the tourism industry in Indonesia has made great progress and received attention from the Government. Tourism is the Government's hope that it can be relied upon as a source of foreign exchange income for the country. The tourism industry can be enjoyed by anyone, but attention needs to be paid to managing tourism sector products. These conditions make the tourism industry spread more widely and develop throughout Indonesia. The tourism industry has an important role in encouraging the community's economy, according to (Twin et al., 2022) the tourism industry is an industry that operates in the field of services and services which includes components and fields that are mutually sustainable. The development of the world of hotels in Indonesia is increasingly rapid, so that many are spread from rural areas to large cities where many types of accommodation have been established, one of which is the hotel industry.

According to (Laksmita, 2018) a hotel is a commercially managed business that provides accommodation services, food, drinks and other additional facilities to guests who travel long distances or simply enjoy the facilities available and can charge fees based on the services provided to guests. . This industry is oriented towards increasing profits and is managed commercially to provide services to guests so that they feel satisfied during their stay. The development of the world of hotels is spread throughout Indonesia, one of

the big city areas where many star hotels have been established is in the city of Semarang, especially the Padma Hotel Semarang. Padma Hotel Semarang is a new five-star hotel that takes the City Hotel concept by offering a guest experience in a contemporary luxury atmosphere. The quality of service and products sold is one of the strategies to provide satisfaction to guests while at the hotel. Guest satisfaction is also an important factor for retaining customers.

Some hotels are starting to compete in improving service quality to achieve guest satisfaction, especially in Food and Beverage Service. Food and Beverage Service is an important responsible part in serving guests when serving food and drinks professionally to achieve guest satisfaction, revenue, sales and profits. Padma Hotel Semarang has 4 outlets, namely Semawis All-Day Dining Restaurant serving western and Indonesian food, Kim Tia Chinese Restaurant serving Chinese food, Goolali Gelato Bar and Patisserie serving various desserts, and Tuntang Pool Cafe and Bar serving western and Indonesian food with a relaxing atmosphere next to the swimming pool. Semawis All- Day Dining Restaurant is a restaurant that is always open every day, starting to serve guests at Breakfast, Lunch and Dinner. Therefore Semawis All-Day Dining Restaurant is the main restaurant at Padma Hotel Semarang.

Semawis All-Day Dining Restaurant as the main restaurant has a big responsibility in service and guest satisfaction. With this responsibility, all Semawis waiters are not only required to have a good appearance, but also have to have a high hospitality spirit, as well as knowledge and quality in serving guests with the best service so that guests will feel more satisfied. A waiter must not only provide good service, but must also have ethics and manners and follow the service standards that apply at the Semawis All-Day Dining Restaurant. Waiter service where guest satisfaction is something that is expected by hotel management. According to (Handayani et al., 2023) guest satisfaction is a measure of determining the quality of a product or service purchased at a company. Meanwhile, according to (Pranatha, 2020) management regarding service quality must continue to be maintained and improved so that it can meet customer expectations.

The pre-survey activities showed that there were indications that guest satisfaction had not yet been achieved. Generally, there are several problems faced by Semawis All- Day Dining Restaurant waiters, such as the waiter showing an unfriendly attitude which makes guests feel uncomfortable, the waiter forgetting to order special requests from guests so that when they arrive it doesn't match expectations and the guest feels disappointed, then the waiter is lacking. Be alert in helping guests, especially when guests have difficulty bringing food at breakfast, the waiters lack product knowledge so they make mistakes when explaining to guests, then the waiters don't focus and panic when conditions are busy so they can't provide maximum service and give rise to complaints. Incidents like this make guests less satisfied with the service that has been provided so that guests complain. This happens because the waiter carries out his duties and responsibilities not according to service standards. Therefore, in order to increase guest satisfaction at the Semawis All-Day Dining Restaurant, it is hoped that the waiters can provide maximum quality service to guests and also be able to fulfill guests' desires or needs. Based on the background of the problems that arise, the author is interested in analyzing "Efforts to Increase Guest Satisfaction Through the Quality of Waiter Service at Semawis All-Day Dining Restaurant Padma Hotel Semarang".

## LITERATURE REVIEW

### **Effort**

According to (Fadia, 2023) efforts are closely related to facilities and infrastructure to support ongoing activities, so that these actions are successful, steps, methods or other supporting tools are needed. Efforts also relate to things that individuals or groups do to gain a benefit and their impact on everyone. According to Surayin in (Muhaiyat, 2018) effort is an effort to achieve a goal, all efforts are aimed at preventing something that is considered unnecessary or damaging so that a solution can be found. Based on several

definitions above, the author can conclude that the definition of effort is a form of effort or action in overcoming or preventing something from happening to achieve a certain goal.

### **Increase**

According to the Big Indonesian Dictionary, the word increase is a noun, while increase is a verb with other meanings to raise, heighten, intensify (<https://www.kbbi.web.id>, diakses pada 4 Maret 2024). According to (Aprianto, 2018) improvement is an effort or process of activity to improve something that is the goal of making it even better than before. Improvement can also improve skills and abilities to become better. Apart from that, improvement is an achievement in a process, performance, size, relationship, nature and so on.

### **Guest Satisfaction**

According to (Erwina & Kurnia, 2022) complaints are demands or complaints about services that are based on feelings of dissatisfaction with the quality of service, facilities or actions of service providers that affect customers. The following is how to handle guest complaints according to Tjiptono in (Maulanasari & Asshofi, 2021), as follows:

1. Empathy with guests who complain, when dealing with angry guests, 10 employees must be patient and empathetic, it is necessary to listen to guests' complaints and understand the situation.
2. Speed in handling complaints. Complaints must be handled quickly by employees so that guests feel satisfied and trust them again. If they are not handled quickly, the company's image will be bad.
3. Obligation to solve problems that occur, in dealing with problems the company is expected to be fair in solving problems/solutions.
4. Make it easy for guests to contact the company, the company can provide access for guests to provide criticism or suggestions so that communication remains good between the company and guests.

### **Service Quality**

According to Flitzsimmons in (Chandra et al., 2020) the essence of the concept of service quality is to show all forms of actualization of service activities that can increase customer satisfaction by providing appropriate services (responsiveness, assurance, tangible, empathy, reliability), which can be described as follows :

1. Responsiveness is the ability that staff must have to help customer wishes, serve and respond to customer requests responsively, quickly and politely.
2. Assurance or Guarantee is the ability, knowledge, skills and courtesy of a company staff to gain the trust of customers in handling a problem that occurs and provide a sense of security to customers.
3. Tangible or Physical Evidence is the physical or real facilities of the services provided by the company. The physical facilities of these services can include equipment or tools used by employees and communication facilities. This makes physical appearance evidence in influencing customer perceptions, for example the shape of the building, availability of parking, cleanliness and comfort of the room, completeness of communication equipment and employee appearance.
4. Empathy is where the company makes it easy to carry out relationships such as understanding problems that occur, good communication, providing attention and understanding what customers need.
5. Reliability is the ability of a company to provide promised services immediately, accurately and to satisfy customers without errors and delivery of services according to the agreed time.

## Waiter

According to (Tunjungsari & Swari, 2021) a waiter is an employee at a restaurant who is responsible for serving food and drinks to restaurant guests professionally. Waiters have the main task of providing the best service in serving food and drinks to guests who come to the restaurant. Apart from these main duties, according to (Anggraini & Utami, 2022) a waiter's duties also include the following :

1. Give a warm welcome to all guests who come to the restaurant (greeting).
2. Escort guests to the tables provided (escorting guests) and invite guests to sit down.
3. Provide menus and offer menus in restaurants.
4. Up-selling the guest by offering best seller food in the restaurant or dessert.
5. Serve guests food/drinks and serve guests' needs while in the restaurant.
6. The total bill is given to the guest if it has been completed or the guest asks for the bill.
7. Clear up and set up tables after guests leave the restaurant.

## Service Standard

According to (Hezron, 2019) service standards are reference points for the performance of an activity (service) that are invisible, but can be felt by the individual or group of people who receive the service. According to (Munthe, 2018) standard operational procedures generally aim to ensure that a set of operational standards are implemented effectively, consistently, efficiently and effectively so that service quality can be improved and meet established service standards. According to (Hartatik, 2014) a guide or guideline that is used as a standard in standard operating procedures needs to complement several theories, namely :

1. Consistency, the aim is to guide the work.
2. Commitment, which must be adhered to and implemented fully.
3. There are improvements, where the implementation must be open to improvements so that the process becomes more efficient and effective.
4. Binding, which applies to everyone.
5. Contains an important role, for each employee if one employee does not carry out his role it can disrupt other processes.
6. Documented, every established procedure must be documented so that it can be used by other employees.

## METHOD

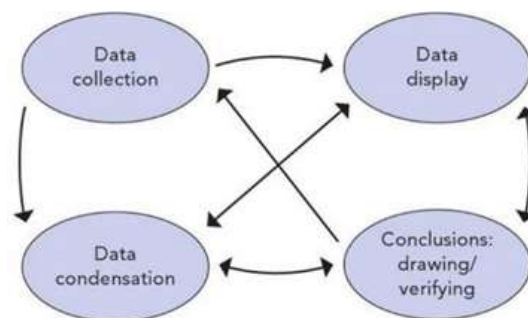


Figure 1 Processed Data Analysis Miles *et al.* (2014)

The method used in this research is a qualitative descriptive method. This research aims to describe efforts to increase guest satisfaction through the quality of waiter service in Semawis All-Day Dining Restaurant Padma Hotel Semarang. Data collection

techniques use observation, interviews, literature study and documentation. This data collection was carried out to determine the efforts and problems faced by waiters in Semawis All-Day Dining Restaurant by conducting direct interviews with resource persons, namely Waiter and Waitress Semawis All-Day Dining Restaurant. After carrying out data collection techniques through observation, documentation, literature study and interviews. So that we get research results that waiters have an important role in the running of restaurant operations so as to provide satisfaction to guests. So, it can be concluded that waiters have an influence on guest satisfaction. Therefore, there needs to be efforts by waiters to improve service quality in order to increase guest satisfaction in Semawis All-Day Dining Restaurant Padma Hotel Semarang.

## **RESULTS AND DISCUSSION**

### **Efforts to Increase Guest Satisfaction Through the Quality of Waiter Service in Semawis All-Day Dining Restaurant Padma Hotel Semarang.**

The main restaurant at Padma Hotel Semarang is Semawis All-Day Dining Restaurant which serves guests from Breakfast, Lunch, Dinner and In Room Dining. Therefore, it is very important to pay attention to the quality of waiter service at Semawis so that restaurant operations run smoothly and can increase guest satisfaction. However, in reality restaurant operations do not run smoothly every day. Sometimes we encounter complaints directly from guests or from online travel agent platforms such as Tripadvisor which can affect guest satisfaction at Semawis All-Day Dining Restaurant. Therefore, the restaurant makes various efforts to improve service quality aimed at increasing guest satisfaction. Based on data from observations and interviews, it can be concluded that the following efforts can be made to increase guest satisfaction, namely :

#### **1. Training**

At the Semawis All-Day Dining Restaurant at the Padma Hotel Semarang, previous training was held two to three times in one week. However, now Semawis Restaurant holds training every day after the closing briefing. During the closing briefing, we discuss work evaluations that occurred during operations so that training can be carried out regarding the excellent service that guests complained about that day so that in the future it does not happen again. The training held was attended by all staff, daily workers and trainees at the restaurant. According to (Sari et al., 2023) holding training aims to increase knowledge and skills in carrying out their duties effectively and efficiently and to be able to serve guests better in the future. If the service provided is poor, the result is that guests are dissatisfied, resulting in complaints. Therefore, the restaurant provides training to all waiters at Semawis All-Day Dining Restaurant so that they can provide maximum quality service. During training, you are required to record discussion points and fill in the training form that has been provided as a sign of attendance at the training, usually led by the Semawis All-Day Dining Restaurant supervisor or staff.

No	No ID	Name	Dept	SIGN
1		Vira Ananda Purn	F&S	[Signature]
2		Ananda Purn	F&S	[Signature]
3		Ningsih Purn	F&S	[Signature]
4		Salsana Florida F	F&S	[Signature]
5		Riza Raka R	F&S/Bar	[Signature]
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Figure 2 Training Form

## 2. Service Standard

Semawis All-Day Dining Restaurant has its own service standards that have been set and there are differences with other places, this is supported by a statement from the Semawis Waiter conveyed through an interview, stating that :

*“It's different from other places. Because, the service standards provided by Semawis itself are benchmarked against the applicable (corporate) SOP, for example we must understand and apply the 10 basics of Padma Hotels and the core values of Padma Hotels.”* (Syaiful, Achmad, Waiter, 2024)

Based on this statement, each restaurant has service standards that have been set by each company. The service standards at Semawis All-Day Dining Restaurant are based on the 10 Basics of Padma Hotels and the Core Values of Padma Hotel. The 10 basics are a set of guidelines for daily operational activities, while the core values are the attitudes that every employee must have. Waiters at Semawis All-Day Dining Restaurant understand the contents of the 10 basics and core values, by applying the 10 basics (points 6,7,8) and core values (excellence, customer focus, honesty and integrity) and complying with standard operational procedures. Based on 10 basics, core values and standard operational procedures as service standards at Semawis Restaurant All-Day Dining Restaurant, it can help waiters to work more carefully and care about guests, so that it is hoped that they can make guests feel satisfied and will come back again.

## 3. Log Comment

At Semawis All-Day Dining Restaurant, there is a way to mingle with guests, namely by interacting directly by asking guests, which is done on the sidelines when clearing up tables or when serving guests' orders to the table. This is done as an opportunity for the waiter to ask guests for comments regarding the service provided. This is supported by the statement of Waitress Semawis All-Day Dining Restaurant from an interview, stating :

*“In other places, being a waiter only clears up and ensures that what guests want is fulfilled, whereas in Semawis, they provide service to guests, such as occasionally chatting with guests like distant relatives, this is done in order to find out guests' comments regarding the service at the restaurant.”* (Septianingrum, Ira, Waitress, 2024)

Based on the statement made by the resource person, using direct interaction with guests is an effort to determine the level of guest satisfaction with the services provided. Guest comments submitted by the waiter will later be written in the comment log provided. The Semawis All-Day Dining Restaurant Comment Log is distributed in every section in the restaurant, its function is to fill in comments from guests and include the name of the waiter who wrote the comment. Filling in the log comments is done at breakfast and lunch/dinner, after the restaurant closes the log comment report is carried out. The comment log report is a summary of guest comments in one day.

Filling out the comment log report is divided into two, namely bad comments and good comments which are entered in the link provided and can be accessed by all staff. The purpose of log comments is to report any complaints from guests and to find out what follow-up or action plan should be carried out. With a comment log, the waiter can find out complaints from guests who are still staying, so that at breakfast the waiter can try again.

#### **4. Service Recovery**

This is done when there are complaints from guests who are not satisfied with the waiter's service or when guests complain because of fatal errors. So what the Semawis All-Day Dining Restaurant waiters did was to cover up the guests' dissatisfaction by providing complimentary items. As explained by Kim et al. in (Liwijaya & Andreani, 2018) uses three dimensions as a measure of service recovery and adapts them to the research object, the explanation of each dimension includes :

- Procedural Justice, namely the justice received by customers regarding the problem solving process, including the process and time control for solving the problem. This is important in service recovery because when customers may be satisfied with the type of recovery strategy offered, they are still unhappy when the recovery process received by the customer does not satisfy them.
- Interactional Justice, namely the justice felt by customers regarding the behavior of waiters who provide service to customers who submit complaints.
- Distributive Justice, namely justice that is considered as a result of customer complaints. This form of justice takes the form of compensation in the form of discounts, gifts in the form of take away pastry/gelato/farewell cookies upon check- out, vouchers, product replacements, and apologies.

Providing freebies as a recovery service hopes that guests will feel they are getting the best service in handling complaints. Handling complaints is carried out in accordance with what is explained by Tjiptono in (Maulanasari & Asshofi, 2021) firstly, when dealing with guests, you must be patient and empathetic to the guest so that you know what the guest is complaining about and understand the situation that is occurring, secondly, handle it quickly so that the guest feels satisfied and trust the restaurant, thirdly be fair in providing solutions so that no one is harmed, and fourthly provide access to guests, for example in the form of a link to provide criticism and suggestions so that communication continues well between the restaurant and guests.

Of these four efforts, this is the most effective way to increase guest satisfaction through service quality. According to the author, the four efforts made are mutually sustainable and have the same goal, namely that guests feel satisfied. So the conclusion is that the efforts that have been made by Semawis All-Day Dining Restaurant are said to be successful with many guests writing positive reviews while enjoying the service provided and several waiters' names being mentioned on the Tripadvisor platform..



Figure 3 Guest Reviews

### **The Waiters' Obstacles in Increasing Guest Satisfaction Through Service Quality at Semawis All-Day Dining Restaurant Padma Hotel Semarang.**

Based on the results of observations made by the author, the waiters at Semawis All-Day Dining Restaurant have several obstacles faced when providing service, namely:

1. Limited number of tableware such as teaspoons and cutleries during high season, so this shortage disrupts breakfast operations. So to overcome the problem if there is a shortage of cutlery, the waiter will take the cutlery that is needed at that time from the room service section or add someone in the back area to wash/polish the cutlery quickly and precisely so that guests' needs while in the restaurant are met.
2. There were several complaints or suggestions from guests at breakfast regarding the service or food delivered, such as: the waiter did not offer tea/coffee, did not fly the guest's napkin when they started eating, the fried rice was salty, the fruit was not fresh/sweet enough, caterpillars were found in the salad bar . This problem can be resolved by following up with the team concerned regarding these complaints/suggestions, both the kitchen and the restaurant so that complaints can be handled as quickly as possible and they will immediately replace the product or improve the service with training.
3. Waiters panic and don't focus during high season and the arrival of new trainees can disrupt operations. So, to overcome this problem, training will be held regularly every day which aims to provide abilities, knowledge and develop knowledge skills. If training is carried out regularly it will minimize obstacles during operations.

The author sees that the obstacles that exist at the Semawis All-Day Dining Restaurant are related to the service provided to guests, as a result of these obstacles it disrupts operations and guests feel they are not being served optimally, giving rise to complaints from guests because guests are less than satisfied. This is to minimize obstacles by doing a double check again before carrying out operational activities and must have responsibilities according to the tasks that have been given. Therefore, the core concept of service quality is needed to show service activities that can increase customer satisfaction by providing appropriate service quality according to Flitzsimmons' theory in (Chandra et al., 2020), namely :

1. Responsiveness, Semawis All-Day Dining waiters must have fast responsiveness, so that they can help fulfill and serve guests' wishes responsively, quickly and politely, so that guests feel satisfied with the waiter's responsive attitude.



2. Assurance, the more skills and knowledge the waiter has, the more guests will feel confident in the service provided and in accordance with expectations, and the waiter will gain trust from guests in handling problems and providing a sense of security.
3. Tangible, the appearance of the waiter must be maintained so that guests feel comfortable when serving, such as wearing a uniform according to the regulations, not smelling of sweat, always maintaining personal hygiene. Another thing is keeping the restaurant area clean and tidy, maintaining the facilities provided and preparing restaurant equipment for smooth activities while in the restaurant, so that it does not become an obstacle when providing service to guests.
4. Emphaty, waiters must have empathy to feel what guests are experiencing or feeling, pay attention and provide solutions to problems that occur fairly.
5. Reliability, as a waiter you must be able to master existing product knowledge and menu knowledge, this is because waiters have the responsibility to serve and present orders professionally and accurately to satisfy customers without any errors.

Based on the core concept of service quality, waiters can provide the best service activities. So that guests feel satisfied with the service and maximize the quality of waiter service at Semawis All-Day Dining Restaurant. Success in the quality of service provided to guests can be felt when there are no cases during operations and guest satisfaction can be seen from the many positive reviews from guests submitted directly or from the travel agent's online platform.

## CONCLUSION

Based on the results of the research and discussion described by the author, it can be concluded that the efforts made by the waiters at Semawis All-Day Dining Restaurant to increase guest satisfaction are very influential and effective. By implementing service standards that have been adjusted by the company, waiters can handle complaints very well. Complaints received by waiters are entered in the comment log and guests will be given service recovery. All staff, daily workers and trainees will be given training regarding complaints that occur.

The waiter overcomes several obstacles that occur, by implementing the efforts that have been made effectively to increase guest satisfaction. If the obstacles are successfully overcome, it can help maximize the quality of service and cannot be separated from the programs that have been attempted. So that there are no cases in operations and this is proven by the many positive reviews from guests directly or online travel agent platforms regarding the quality of service provided by Semawis All-Day Dining Restaurant.

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