

THE EVALUATION OF WAITERS'/WAITRESSES' SERVICE COMPETENCY IN IMPROVING THE QUALITY OF FOOD AND BEVERAGE SERVICE AT ARTOTEL SUITES BIANTI YOGYAKARTA

¹Agustinus Jefandri Lahur,²Hermawan Prasetyanto ,³Sahlit Sugesti, and ⁴Muhammad Dimas Arya Eka Prasetya

¹AMPTA Yogyakarta Tourism Colloge ,Yogyakarta,Indonesia

²AMPTA Yogyakarta Tourism Colloge ,Yogyakarta,Indonesia

³AMPTA Yogyakarta Tourism Colloge ,Yogyakarta,Indonesia

⁴AMPTA Yogyakarta Tourism Colloge ,Yogyakarta,Indonesia

(jefandl54@gmail.com)

Abstract. This study aims to evaluate the service competence of waiters in improving the quality of Food and Beverage Service at ARTOTEL Suites Bianti Yogyakarta. Service competence is an important factor in the hospitality industry because it directly affects guest satisfaction and the hotel's image, where waiters as front line service have a strategic role in providing professional, friendly, and standard-compliant service. Therefore, evaluating competence is necessary to determine the extent of waiters' ability to provide quality service. This study uses a descriptive approach with data collection techniques through observation, interviews, and documentation, focusing on aspects of product knowledge, service skills, communication ability, and professional attitude. The research results show that waiter competence has a significant role in enhancing service quality, where the implementation of service standards, Effective communication, as well as a professional attitude, can create a better experience for guests. Thus, improving competence through training and regular evaluation becomes an important strategy for hotels in maintaining and enhancing the quality of service.

Keywords: competency evaluation, service quality

Introduction

The hotel industry is one of the fastest-growing service sectors and has a strategic role in supporting the growth of the tourism industry (Mularsari, A., 2022). The increasing number of hotels, variety of products, and increasingly complex services indicate that this industry is developing dynamically and competitively (Wulandari & Farid, 2025). This situation requires every hotel to have sustainable competitive advantages, not only through physical facilities, but also through the quality of human resources capable of providing valuable guest experiences (Purwaningtyas, S., 2025). In this context, the operational success of a hotel is largely determined by the ability to manage all aspects of service professionally, including Food and Beverage Service (Nasution et al., 2025).

Food and Beverage Service (F&B Service) is one of the important departments in hotel operations that functions to provide direct service to guests through the provision of food and beverages (Ananda & Pradini, 2022). This department has a strategic role as it is one of the main points of interaction between guests and the hotel (Indah et al., 2024). The high intensity of interaction makes F&B Service an important indicator in assessing the overall service quality of the hotel (Lagarensen et al., 2025).

Therefore, this department is required to be able to provide service that is not only fast and accurate, but also friendly, professional, and in accordance with guest expectations (Widiyastuti & Ningrum, 2025).

In its operations, the restaurant as part of F&B Service is the area with the highest level of interaction between employees and guests (Lagarensen et al., 2025). In the restaurant, all aspects of service can be directly felt by guests, from the speed of serving, the accuracy of orders, to the attitude and communication of employees (Prastiwi, M. A. D., 2025). In this context, waiters and waitresses have a very important role as the frontline of service (Prastiwi, M. A. D., 2025). They are not only tasked with serving food and beverages, but are also responsible for creating positive service experiences through effective communication, menu understanding, and the ability to handle guest needs and complaints professionally (Lagarensen et al., 2025).

This role is highly dependent on the service competency possessed by waiters/waitresses (Fifi, S., 2020). Service competency is a basic ability that encompasses the knowledge, skills, and attitudes that a waiter/waitress must have in carrying out their duties professionally (Fifi, S., 2020). Knowledge encompasses an understanding of food and beverage products as well as the service flow in the restaurant (Prastiwi, M. A. D., 2025). Skills include technical ability in serving and interaction with guests (Ketut & Pandiangan, 2025). Meanwhile, attitude reflects work behavior such as friendliness, politeness, responsibility, and the ability to control oneself when facing dynamic service situations (Subandrio et al., 2024).

Waiter/waitress service competency has a direct relationship with the quality of Food and Beverage Service (Ketut & Pandiangan, 2025). In the hotel industry, service quality is understood as the hotel's ability to meet or even exceed guest expectations (Herlina et al., 2026). Good service quality will create satisfaction, increase guest loyalty, and strengthen the hotel's image amid increasingly fierce industry competition (Fransisca, C. M., 2025). Conversely, low service competency can impact decreased guest satisfaction and weaken the hotel's reputation (Sujiwo & Liestyana, 2025). Thus, improving service quality is highly dependent on optimizing human resource competency, particularly waiters/waitresses in the F&B Service department (Indawati, Y. R., 2025).

However, based on field phenomena, various problems related to waiter/waitress service competency are still found (Fifi, S., 2022). Some of these include limitations in communication skills, lack of understanding of the applicable workflow and work procedures, and the inability to handle guest complaints effectively (Putri, G. J. L., 2025). In addition, not all waiters/waitresses have adequate work experience and training, thus impacting inconsistency in the quality of service provided (Prastiwi, M. A. D., 2025). This condition indicates that waiter/waitress competency is not yet fully optimal in supporting the improvement of Food and Beverage Service quality (Indawati, Y. R., 2025).

On the other hand, previous studies have generally focused on quantitative approaches that examine the relationship between competency and guest satisfaction, but not many studies have specifically conducted in-depth evaluations of waiter/waitress service competency in the context of daily operational practices (Gilang, T. S., 2025). These limitations indicate a research gap, particularly in evaluative studies based on real field conditions, especially in specific hotels (El Madja et al., 2026).

Based on these phenomena and gaps, this research is important to conduct (Ariyanto et al., 2023). Competency evaluation is necessary to determine the extent to which waiters/waitresses are able to

provide service in accordance with the established standards and how their contribution to improving the quality of Food and Beverage Service (Indawati, Y. R., 2025). This study uses a descriptive evaluative qualitative approach to provide a deeper picture of the real conditions in the field, including the experiences, behaviors, and challenges faced by waiters/waitresses in the service process (Prastiwi, M. A. D., 2025).

Thus, this research is expected not only to contribute theoretically to the development of hotel science, particularly in the field of service management, but also to provide practical benefits for hotel management in designing strategies for continuously improving waiter/waitress competency to enhance the quality of Food and Beverage Service at ARTOTEL Suites Bianti Yogyakarta Hotel (Nasar et al., 2026).

LITERATURE REVIEW

1. Definition Of Competency

Competency is a fundamental factor that determines the success of an individual in carrying out their duties and responsibilities, especially in the hotel industry which prioritizes service interaction (Ishak et al., 2025). Conceptually, competency encompasses knowledge, skills, and attitudes possessed by a person in carrying out work effectively and professionally (Cahyani, P., 2025). In the context of restaurant service, waiter/waitress competency reflects the ability to provide optimal service to guests, which not only encompasses the ability to understand and explain the menu, but also to read guest needs, provide appropriate recommendations, and handle complaints professionally (Prastiwi, M. A. D., 2025). This indicates that competency is not only technical in nature, but also includes interpersonal and emotional abilities that support the creation of a satisfying service experience (Halim & Paramarta, 2024). Furthermore, competency is also closely related to work professionalism, namely the ability of individuals to carry out tasks in accordance with the standards applicable in the hotel, so that waiter/waitress competency becomes an important element in supporting smooth operations, particularly in the Food and Beverage Service department (Fifi, S., 2022).

2. Definition Of Service Quality

Service quality is the main indicator in assessing the success of service in the hotel industry, which is not only seen from the end result, but also from the interaction process between employees and guests, thus reflecting the hotel's ability to meet or exceed customer expectations (Fatikhatuinni'am & Wikartika, 2025). In hotel restaurant operations, waiter/waitress service quality plays an important role in shaping guests' perceptions of the experiences they receive, where good service can increase customer satisfaction and loyalty, while suboptimal service can negatively impact the hotel's image (Wicaksono, A., 2025). Waiter/waitress service quality itself is influenced by various factors such as work experience, communication skills including foreign language proficiency, and training received, where work experience helps in dealing with various service situations, communication skills support effective interaction with guests, and the application of clear service procedures contributes to maintaining the consistency of service quality provided (Wicaksono, A., 2025).

3. Definition Of Waiter/Waitress Competency Evaluation

Competency evaluation is an important step in ensuring that service is maintained and continuously improved, with the aim of measuring the ability of waiters/waitresses to carry out their duties in accordance with established standards through observation, performance assessment, and customer feedback (Prastiwi, M. A. D., 2025). The results of this evaluation enable management to identify the strengths and weaknesses of waiters/waitresses as a basis for designing training and development programs, so that evaluation not only functions as a measurement tool but also as a competency improvement strategy (Wicaksono, A., 2025). Overall, waiter/waitress competency has a close relationship with the quality of service provided, so that competency evaluation becomes an important step in improving Food and Beverage Service quality and supporting hotel operational success (Indawati, Y. R., 2025).

RESEARCH METHOD

This study uses a qualitative approach with a descriptive evaluative method that aims to evaluate the service competency of waiters/waitresses in improving the quality of Food and Beverage Service at ARTOTEL Suites Bianti Yogyakarta Hotel. Research subjects consist of Food and Beverage Service waiters/waitresses, supervisors, and hotel guests who were selected through purposive sampling technique based on the relevance of their experience and knowledge to the research topic. Data collection was carried out through in-depth interviews, direct observation, and documentation to obtain a comprehensive picture of waiter/waitress competency, the service process, and compliance with applicable service standards. Data analysis uses an interactive model that includes data reduction, descriptive data presentation, and systematic conclusion drawing. The validity of the data is maintained through source and method triangulation so that the research results are more valid and reliable.

RESULTS AND DISCUSSION

1. Waiter/Waitress Competency Evaluation Results

Based on research at ARTOTEL Suites Bianti Yogyakarta, waiter/waitress competency encompasses:

- a. Knowledge: Generally already good in understanding the menu and SOP, but still lacking in explaining product details.
- b. Skills: Adequate in service techniques (taking orders, serving), but not yet consistent in upselling and handling complaints.
- c. Attitude: Friendly and polite, but sometimes less stable during busy hours.

2. Discussion

Waiter/waitress competency directly affects the quality of Food and Beverage Service:

- a. Knowledge: Generally already good in understanding the menu and SOP, but still lacking in explaining product details.
- b. Skills: Adequate in service techniques (taking orders, serving), but not yet consistent in upselling and handling complaints.
- c. Attitude: Friendly and polite, but sometimes less stable during busy hours.

3. Obstacles and Efforts

At ARTOTEL Suites Bianti Yogyakarta, obstacles faced include lack of regular training, work pressure during busy operations, and suboptimal performance evaluation. To address this, the

hotel conducts service and product knowledge training, daily briefings, and periodic evaluations to improve waiter/waitress competency and service quality.

4. Implications

Waiter/waitress competency at ARTOTEL Suites Bianti Yogyakarta is classified as good, but needs improvement so that service quality is more optimal, thereby increasing guest satisfaction and loyalty.

Conclusion

Based on the research findings, a waiter/waitress's competency at ARTOTEL Suites Bianti Yogyakarta Hotel encompasses aspects of knowledge, skills, and attitude. It is in the good category but not yet optimal, where limitations are still found in product mastery, consistency of service skills, and attitude stability under dense operational conditions. This competency affects the quality of Food and Beverage Service, so the better the competency possessed, the higher the guest satisfaction and loyalty, while inconsistency can lower the perception of service. The obstacles faced include a lack of periodic training, work pressure during busy hours, and suboptimal performance evaluation, so continuous efforts are needed through training, briefings, and routine evaluations to improve waiter/waitress professionalism and support the improvement of service quality and hotel competitiveness.

Reference

- Mularsari, A. (2022). Analisis Strategi Pengembangan Pariwisata Di Bidang Jasa Pelayanan Hotel Roosseno Plaza Jakarta Di Masa New Normal Era. *Turn Journal*, 2(1), 17-30.
- Wulandari, O. S., & Farid, M. M. (2025). Strategi Airish Hotel dalam Menghadapi Tantangan Industri Perhotelan Modern. *NAAFI: JURNAL ILMIAH MAHASISWA*, 2(1), 145-154. <https://doi.org/10.62387/naafi.v2i1.340>
- Purwaningtyas, S. (2025). Pengaruh fasilitas terhadap kepuasan tamu menginap di Nava Hotel Tawangmangu. <https://repo.stpsahidsurakarta.ac.id/id/eprint/387>
- Nasution, D. U., Safira, C. M., & Juanto, A. (2025). Analysis of Padma Bandung Hotel's Strategy in Increasing Customer Satisfaction Through Facilities and Services. *Tourism Economics Hospitality and Business Management Journal*, 5(1). <https://doi.org/10.36983/tehbmj.v5i1.795>
- Ananda, A., & Pradini, G. (2022). Peran food & beverage service dalam memberikan pelayanan untuk meningkatkan kepuasan pelanggan di mcdonald's jatipadang. *Eqien-Jurnal Ekonomi dan Bisnis*, 11(03), 263-277. <https://doi.org/10.34308/eqien.v11i03.1131>
- Indah, E. F., Retu, M. K., & Mustafa, I. (2024). Peran Public Relations Officer dalam Menangani Keluhan Tamu pada Departement Front Office: (Studi Kasus Capa Resort Maumere). *Arus Jurnal Sosial dan Humaniora*, 4(3), 2411-2418. <https://doi.org/10.57250/ajsh.v4i3.928>
- Lagarensen, B. E. S., Walansendow, A., Wijanarko, S., & Lagarensen, J. (2025). KOORDINASI OPERASIONAL DALAM LAYANAN F&B HOTEL: STUDI EMPIRIS PADA HOTEL IBIS MANADO CITY CENTER BOULEVARD. *Jurnal Hospitaliti*, 4(1).
- Widiyastuti, T., & Ningrum, T. A. P. (2025). Upaya peningkatan kualitas pelayanan resepsionis sebagai penunjang kegiatan operasional organisasi. *Advances in Management & Financial Reporting*, 3(3), 1096-1110. <https://doi.org/10.60079/amfr.v3i3.634>
- Prastiwi, M. A. D. (2025). Dampak Implementasi Standar Operasional Prosedur Dalam Meningkatkan Kinerja Karyawan Di Restoran Chatter Lounge Gumaya Tower Semarang (Doctoral dissertation, Sekolah Tinggi Pariwisata sahid Surakarta). <https://repo.stpsahidsurakarta.ac.id/id/eprint/327>
- Fifi, S. (2022). Peningkatan Kompetensi Waiter Sesuai SKKNI Di Hotel Mersi Bukittinggi (Doctoral dissertation, UNIVERSITAS MUHAMMADIYAH SUMATERA BARAT). <http://eprints.umsb.ac.id/id/eprint/652>
- Ketut, I. K. S., & Pandiangan, N. R. (2025). Pengaruh Profesionalisme Waiter Dan Waitress Terhadap Keberhasilan Operasional Food And Beverage Service Di Riss Hotel Malioboro Yogyakarta. *JURNAL NUSANTARA*, 8(2), 11-20. <https://doi.org/10.63986/nsn.v8i2.120>
- Subandrio, S., AP, M. G. N., & Bahrin, K. (2024). Kinerja Pegawai: Kecerdasan Emosional dan Sikap Kerja. *Solusi*, 22(4), 499-515. <https://doi.org/10.26623/slsi.v22i4.10797>
- Herlina, M., Gheta, A. P. K., & Realino, D. (2026). PENGARUH FASILITAS DAN KUALITAS PELAYANAN TERHADAP KEPUASAN TAMU PADA HOTEL MATHILDA MAUMERE. *Nian Tana Sikka: Jurnal ilmiah Mahasiswa*, 4(1), 115-132.
- Fransisca, C. M. (2025). Analisis harga dan kualitas pelayanan terhadap keputusan menginap dengan citra hotel sebagai variabel mediator di Java Heritage Hotel Purwokerto. *Jurnal Locus Penelitian dan Pengabdian*, 4(10), 8586-8602. <https://doi.org/10.58344/locus.v4i10.4880>

- Sujiwo, S. B., & Liestyana, Y. (2025). Pengaruh Kualitas Layanan, Citra Hotel, dan Harga terhadap Kepuasan Pengunjung: Studi pada Hotel Yats Colony Yogyakarta. *Journal of Emerging Business Management and Entrepreneurship Studies*, 5(2), 150-161. <https://doi.org/10.34149/jebmes.v5i2.200>
- Indawati, Y. R. (2025). Dampak Kinerja Staff Food and Beverage dalam Upaya Mendukung Kualitas Pelayanan di Hotel Bestwestern Plus Coco Palu (Doctoral dissertation, Politeknik Negeri Bali). <https://repository.pnb.ac.id/id/eprint/20160>
- Putri, G. J. L. (2025). Peran Komunikasi Efektif bagi Customer Service untuk Menghadapi Keluhan Pelanggan (Studi Deskriptif Kualitatif di PT. Telkom Indonesia Cabang Yogyakarta) (Doctoral dissertation). <https://dspace.uii.ac.id/123456789/60686>
- Gilang, T. S. (2025). HUBUNGAN KOMPETENSI PENGELOLA DAN KUALITAS LAYANAN TERHADAP KEPUASAN PENGUNJUNG PERPUSTAKAAN MADRASAH TSANAWIYAH NEGERI 1 WAY KANAN (Doctoral dissertation, UIN RADEN INTAN LAMPUNG). <https://repository.radenintan.ac.id/id/eprint/39098>
- El Madja, N. M., Rumawak, I., & Usulu, R. A. P. (2026). BELAJAR PARIWISATA DAN PERHOTELAN DARI DUNIA NYATA. Dawarmiyata Press LPPM STIE Al-Anwar.
- Ariyanto, Z. R., Sari, N. P., Nurhidayah, O., Hikmahwati, R., Hayat, S., & Sulistyono, Y. (2023). Kajian Fenomena Kesenjangan Generasi dalam Konteks Kehidupan Kampus menurut Perspektif Ilmu Komunikasi. *Jurnal Ilmiah Ilmu Sosial*, 9(2), 193-208. <https://doi.org/10.23887/jiis.v9i2.70980>
- Nasar, A., Malelak, M. L., Jehane, P. T., & Nasaruddin, N. (2026). Model Experiential Learning Dalam Peningkatan Kompetensi Siswa Dan Kualitas Layanan Room Attendant Di Edotel SMKN 3 Kupang. *Journal Of Responsible Tourism*, 5(3), 1779-1796. <https://doi.org/10.47492/jrt.v5i3.3993>
- Ishak, R. P., Ludijanto, L., Kalsum, E. U., & Yulianto, A. (2025). Sumber Daya Manusia Industri Pariwisata dan Perhotelan. PT. Sonpedia Publishing Indonesia.
- Cahyani, P. (2025). Analisis technical kompetensi pegawai di Kelurahan Karsamenak Kecamatan Kawalu Kota. *Jurnal Ilmiah Koordinasi*, 4(01), 289-299.
- Halim, E. N., & Paramarta, V. (2024). Menggali kaitan antara kompetensi dan komitmen karyawan di rumah sakit: Kasus di departemen perawat. *Jurnal sosial dan sains*, 4(10), 1028-1044.
- Fatikhatuinni'am, A. N., & Wikartika, I. (2025). Optimalisasi Pelayanan Front Office melalui Peningkatan Prosedur dan Kompetensi dalam Meningkatkan Kepuasan Pelanggan di Hotel Gunawangsa MERR Surabaya.
- Wicaksono, A. (2025). Pentingnya Product Knowledge Bagi Karyawan Restoran dalam meningkatkan Kualitas Pelayanan dan Kepuasan Pelanggan: Studi Kasus di Mediteranea Restaurant Yogyakarta (Doctoral dissertation, Universitas Islam Indonesia).