


The Role Of Bartender On Mocktail Quality And Guest Satisfaction At Onyx Lounge Four Points Hotel By Sheraton Medan

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Article Info	ABSTRACT
Keywords: Bartender, Cocktails, Satisfaction.	This study aims to examine the role of bartenders in the quality of mocktails and guest satisfaction at Onyx Lounge Hotel Four Points by Sheraton Medan. Onyx Lounge offers food and beverage services, including mocktails, with comfortable indoor and outdoor areas for guests. The quality of mocktails is greatly influenced by the skills, creativity, and consistency of bartenders in mixing drinks. The research method used is descriptive qualitative, with data collection techniques through observation, interviews, and literature studies. The results of the study indicate that bartenders play an important role in maintaining the quality of mocktails, especially in terms of manufacturing techniques, creativity in creating new mocktail variations, and good interaction with guests. However, differences in presentation standards are still found among bartenders. Therefore, it is necessary to improve operational standards to ensure the consistency of mocktail quality. Guest satisfaction is also influenced by friendly and efficient bartender service. In conclusion, the role of bartenders at Onyx Lounge Four Points by Sheraton Medan has a significant effect on the quality of mocktails and guest satisfaction, but still requires improvement in presentation standards.
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INTRODUCTION

The hospitality and tourism industry currently plays a very important role in the economy, especially in creating jobs and improving people's welfare. According to Anggarini (2021), the tourism sector is one of the sectors that drives economic growth in a region. One of the main aspects that contributes to the success of this industry is the quality of service provided to guests. This is in line with what was stated by Rihardi (2021) who stated that tourism and hospitality are industries that are highly dependent on resources, especially human resources.

In the context of hotels, the quality of food and beverage services is one of the factors that determine guest satisfaction. According to Sulastiyono (2011), a hotel is a company managed by its owner by providing food, beverage services, and room facilities for sleeping to people who travel and are able to pay a reasonable amount according to the services received without any special agreement. The Onyx Lounge at the Four Points by Sheraton

Medan Hotel, as part of the food and beverage service department, has a great responsibility in providing a satisfying culinary experience for guests, especially through serving drinks, including mocktails.

Laziami (2015) stated that one of the strategies to win the competition in the era of globalization in retaining customers today is to maintain or increase "customer satisfaction". Customer satisfaction is one of the keys to the success of a business. Furthermore, Kurniasari (2020) explained that the behavior of a waiter will also affect guest satisfaction.

Mocktails, as non-alcoholic drinks, are increasingly popular because they can be enjoyed by all groups, including guests who do not consume alcohol (Kirana, 2024). The quality of a mocktail is not only determined by the ingredients used, but also by the bartender's skill in mixing and serving it. The bartender's role is crucial in determining the taste, texture, and presentation of the mocktail, which directly affects guest satisfaction.

However, at The Onyx Lounge Hotel Four Points by Sheraton Medan, there are still some challenges related to the consistency of the quality of mocktails and bartender service. Onyx Lounge is a bar that serves food services for lunch and dinner A la carte and of course also serves beverage services ranging from alcoholic beverages such as spirits, wine, cocktails, beer, and so on to non-alcoholic beverages such as coffee, mocktails, tea and so on.

Variations in bartenders' ability to mix drinks can lead to different experiences for guests. Consistency in presentation means that a bartender's skill in maintaining consistency in mixing drinks is also important for the quality of the mocktail. They will ensure that every drink they serve has the same taste and texture, so that every customer gets a consistent experience. Thus, the skills and creativity of a bartender greatly influence the quality of the mocktail, ensuring that every drink served is a delicious and satisfying work of art. The quality of the bartender also plays an important role in increasing guest satisfaction (Pramita, 2020). In addition, communication and interaction skills with guests are also important factors in creating a pleasant atmosphere in the lounge. This is in line with the research conducted by Sinulingga entitled "The Role of Bartenders in Serving Guest Satisfaction at the JW Marriot Hotel Medan Lobby Lounge" which states that the role of bartenders is quite important for guest satisfaction because they are tasked with making drinks ordered by guests as well as providing direct service. The service system in the lobby lounge is carried out in 2 ways, namely service to the guest table and service at the bar counter. Then, a study conducted by Widari and Sari (2023) entitled "Bartender Creativity as an Effort to Increase Beverage Sales at the Intercontinental Bali Resort" stated that the presence of a bartender is vital in bar operations, on the other hand, the quality of the products sold also plays an important role in guest satisfaction and the creativity of a bartender has a big role in selling drinks at the bar and is the main capital of a bartender.

The difference between these studies and this study is that the study at The Onyx Lounge more specifically discusses mocktails and the quality of non-alcoholic products, with a focus on guest satisfaction influenced by the creativity and skills of bartenders in maintaining the consistency of taste and appearance of drinks. Meanwhile, Sinulingga's study focuses more on overall bartender service in hotel lounges, including service to guest tables and at the bar, without focusing on a particular type of drink. The emphasis is on the service

system and its impact on guest satisfaction. Then, Widari and Sari's study emphasizes the creativity of bartenders in creating new drinks to increase sales, with a focus on alcoholic beverages and business strategies to attract customers at tourist resorts. The main differences lie in the focus on the type of drink (mocktails in the Onyx Lounge study), the service system (Sinulingga's study), and creativity for sales (Widari and Sari's study).

There are several important things that need to be developed for bartenders regarding their roles. First, bartender skills and knowledge, if an experienced and trained bartender will have extensive knowledge of ingredients and mocktail recipes. Bartenders who are able to master the techniques of making will greatly affect the quality of the drinks served. Second, creativity and innovation, bartenders who have creativity can create new, unique and interesting variations of mocktails, and a bartender if able to present drinks will further enhance the visual experience of the guests. Third, Service and interaction with guests, a bartender must be able to communicate with guests and understand their preferences, provide appropriate recommendations and create a satisfying experience for guests, bartenders must also be able to manage guest waiting time. Fourth, Quality Control, a bartender must ensure that every mocktail made has consistent quality, because this is important to maintain the bar's reputation and be able to ensure that guests always get the same or good experience every time they visit. The use of fresh and high-quality ingredients will greatly affect the taste and aroma of the mocktail (Saputra, 2023).

Considering the importance of mocktail quality and the role of bartenders in providing satisfactory service, this study aims to explore the extent to which the role of bartenders influences mocktail quality and how this impacts guest satisfaction at The Onyx Lounge Hotel Four Points by Sheraton Medan. The results of this study are expected to provide recommendations for hotel management to improve bartender operational standards in creating a better guest experience.

METHODS

Research methods

This study uses a descriptive qualitative approach, with the aim of understanding in depth the phenomenon related to the role of bartenders in mixing mocktails and providing services to guests at The Onyx Lounge. This approach was chosen to explore the experiences, views, and perceptions of bartenders, hotel management, and guests. The location of the study was at The Onyx Lounge Hotel Four Points by Sheraton Medan. The time of this study is estimated to take 2-3 months, including the preparation stage, data collection, data analysis, and preparation of the research report.

Research subjects

Research subjects will be selected using purposive sampling, where the subjects selected are those who have relevant knowledge and experience related to the research (Lenaini, 2021).

1. Bartenders at The Onyx Lounge who have hands-on experience in mixing mocktails and interacting with guests.
2. Guests who have enjoyed mocktails and used bartender services at The Onyx Lounge

3. Hotel Management is involved in managing operations and ensuring quality of service at the bar.

Data collection technique

Qualitative data will be collected using the following techniques:

1. In-depth Interview (In-depth Interview)
 - a. Interviews will be conducted with bartenders, guests, and hotel management. The researcher will use a flexible interview guide to explore the subjects' experiences, views, and expectations regarding the role of bartenders and the quality of mocktails. In-depth interviews with bartenders will cover topics such as their skills in mixing mocktails, creativity in creating new drinks, and how they interact with guests.
 - b. Interviews with guests will explore how they rate the quality of the mocktails and the experience of interacting with the bartender.
 - c. Interviews with management will review operational standards in ensuring beverage quality and guest satisfaction.
2. Participatory Observation
 - a. Researchers will conduct direct observations at The Onyx Lounge, recording bartender interactions with guests, mocktail making techniques, and the atmosphere and service conditions at the bar.
 - b. Observations will include elements such as how the bartender serves the mocktail, service efficiency, and guest response to the drink and service received.
3. Documentation
Researchers will also collect data from relevant documents, such as standard operating procedures (SOPs) for making mocktails, guest satisfaction reports, and bartender service guides available at the hotel. This data is used to complement the results of interviews and observations.

Data analysis techniques

The qualitative data collected will be analyzed using thematic analysis. Here are the steps in data analysis:

1. Data Reduction
Data from interviews, observations, and documentation will be cleaned of irrelevant information, then grouped based on key themes, such as mocktail quality, bartender creativity, guest interactions, and guest satisfaction.
2. Categorization
The themes that emerge will be categorized into several key topics that are in accordance with the research objectives. For example, the category of the bartender's role in mixing mocktails, the category of guest satisfaction, and the category of innovation in creating mocktails.
3. Drawing Conclusions
From the results of the thematic analysis, researchers will draw conclusions and interpretations about the role of bartenders in the quality of mocktails and their impact on guest satisfaction.

RESULTS AND DISCUSSION

The research conducted with a qualitative approach on "The Role of Bartenders in Mocktail Quality and Guest Satisfaction at The Onyx Lounge Hotel Four Points by Sheraton Medan" produced several main findings that are divided into three major themes: the role of bartenders in making mocktails, bartender interactions with guests, and the impact of mocktail quality on guest satisfaction.

1. The Role of Bartenders in Making Mocktails

Based on in-depth interviews with bartenders and management, it was found that bartenders play a very important role in ensuring the quality of mocktails served. Some of the aspects that stand out include:

a. Technical Skills

The bartenders at The Onyx Lounge have been professionally trained to mix mocktails with the right techniques, from selecting ingredients, using bar tools, to the mixing and serving process. These technical skills greatly affect the quality of the taste, texture, and appearance of the mocktail. Observation results show that the bartenders are very careful in preparing each mocktail order, following the standard procedures set by the hotel.

b. Creativity in Presentation

Bartender creativity is one of the differentiating factors in improving the quality and appeal of mocktails. Several bartenders revealed that they often experiment with new ingredients, including the use of local fresh fruits to create unique mocktail variations. This creativity not only improves the quality of the drink but also attracts the attention of guests, especially those who are looking for a different and interesting drink experience.

c. Quality Consistency

The Onyx Lounge management acknowledges that maintaining consistency in the quality of mocktails is a challenge in itself. Therefore, bartenders are given a big responsibility in ensuring that every mocktail served has a consistent standard of taste and presentation. This is done through strict supervision of recipes and ingredient measurements. Interviews with bartenders show that they understand the importance of this consistency to maintain the bar's reputation.

The results are in line with the research conducted by Putra, et al. (2023) entitled "Making Classic Strawberry Margarita Cocktail by Bartender at The Kana Kuta Hotel" which states that the role of the bartender is to ensure the standard quality of cocktail drinks that will be given to guests optimally in accordance with the hotel's business objectives and maintain and maintain product consistency. The bartender is also responsible for all bar operations from preparation, par stock maintenance, equipment maintenance, service standard inventory, product standards in maximizing sales.

2. Bartender Interaction with Guests

Interviews with guests and bartenders show that the interaction between bartenders and guests has a significant impact on the overall guest experience. Some key findings related to this aspect include:

a. Communication Skills

Bartenders at The Onyx Lounge have excellent communication skills, which helps create a positive experience for guests. They do not just mix drinks, but also act as "ambassadors" for the hotel in providing information about the drinks served. Guests appreciate the friendliness and responsiveness of the bartenders in explaining the mocktail menu and providing recommendations that suit their preferences.

b. Personal Service

Bartenders often provide personalized service to guests by customizing drinks to their liking, such as adding specific ingredients or reducing the sweetness. Several guests expressed that this personalized service made them feel appreciated and special, which in turn increased their satisfaction with the service at The Onyx Lounge.

c. The Influence of Bar Atmosphere

The atmosphere in the bar created by the bartender, such as friendly attitude and professionalism, also plays a role in creating a pleasant experience for guests. Bartenders who can create a relaxed and interactive atmosphere are considered to contribute positively to the general atmosphere at The Onyx Lounge.

This is in line with the research conducted by Zafer (2018) with the research title "Bartenders' and Rum Shopkeepers' Knowledge of and Attitudes Toward "Problem Drinking" in Saint Vincent and the Grenadines" which states that a good bartender can provide a pleasant experience for guests or customers and make them feel appreciated, which in turn can increase customer satisfaction and help strengthen the image and reputation of The Lounge.

3. The Impact of Mocktail Quality on Guest Satisfaction

The results of interviews and observations show that the quality of mocktails has a direct influence on guest satisfaction. Some important points found related to this theme include:

a. Quality of Taste and Ingredients

Guests generally rated the taste quality of the mocktails served at The Onyx Lounge as excellent. Many guests appreciated the use of fresh ingredients and the way the bartenders combined flavors to create balanced and delicious drinks. Guests interviewed said that the taste quality of the mocktails was one of the main reasons they returned to enjoy drinks at the lounge.

b. Mocktail Presentation

In addition to taste, the visual presentation of mocktails also gets attention from guests. Several guests expressed that the attractive appearance of mocktails, with fresh fruit garnishes or creative decorations, made their experience more enjoyable. A good presentation not only affects the perception of the quality of the drink but also increases guest satisfaction with the overall bar service.

c. Direct Influence on Satisfaction

From guest interviews, it was found that the majority of guests were satisfied with the bartender service and the quality of the mocktails served. This satisfaction was

influenced by a combination of the quality of the drinks, the creativity of the bartender, and the interaction and service provided. Guests who were satisfied with the mocktails and bartender service tended to recommend The Onyx Lounge to others and potentially become repeat customers.

This is in line with the results of research conducted by Kabo (2020) with the research title "The Influence of Mocktail Beverage Product Attributes on Customer Satisfaction at The Ultimate Drink Poso" which states that the quality of mocktails including taste, aroma, color and texture simultaneously have a significant effect on customer satisfaction.

4. Supporting and Inhibiting Factors

Several supporting factors found in this study are as follows.

a. Regular bartender training,

One of the main supporting factors found in this study is the existence of a regular bartender training program at The Onyx Lounge Hotel Four Points by Sheraton Medan. This program is carried out to maintain and improve the technical skills and creativity of bartenders. Training usually includes:

1) Improve your drink mixing skills

Bartenders are trained to master the techniques of mixing drinks, including mocktails, with a focus on quality and consistency standards. They are taught how to select and process ingredients properly to produce flavors that meet hotel standards.

2) Menu innovation refresh

The training also focuses on menu innovation, where bartenders are encouraged to create new creations in mocktail variations. This is important to keep the menu fresh and interesting for guests. In interviews, several bartenders mentioned that they were encouraged to explore new ingredients and modern techniques in mixing drinks.

3) Guest service training

In addition to technical skills, bartenders are also trained in customer service aspects. This training includes communication skills, guest relationship building techniques, and how to provide beverage recommendations that suit guest preferences. This regular training helps maintain service standards and ensures that bartenders are always up-to-date with trends and innovations in the beverage industry.

b. Clear operational standards

The Onyx Lounge has a clear standard operating procedure (SOP) for making and serving mocktails. This SOP covers several aspects, such as:

1) Measurements and proportions of ingredients

SOP ensures that every mocktail served has consistent taste and quality, both in terms of ingredient measurements, mixing techniques, and presentation. This helps bartenders maintain the quality of the drink, so guests can enjoy the same taste every time they order a particular mocktail.

2) Serving time

SOPs also include estimated serving times, so bartenders can work efficiently and still meet guest expectations regarding service speed, especially during peak hours.

3) Use of bar tools and equipment

Bartenders are taught how to use bar equipment correctly and efficiently, so that they can work quickly without sacrificing the quality of the drinks produced.

With clear SOPs, the bartender's work process becomes more structured, and this contributes to more professional and consistent service.

c. Use of quality raw materials.

Another supporting factor is the use of quality raw materials in making mocktails. Ingredients such as fresh fruits, natural syrups, and other organic ingredients are prioritized in mixing drinks. The quality of these ingredients affects the taste, texture, and aroma of the drink, which ultimately has a direct impact on guest satisfaction. The use of fresh and high-quality ingredients is one of the important elements highlighted by guests in interviews, where they feel that the drinks they enjoy at The Onyx Lounge feel more authentic and satisfying. However, there are also several inhibiting factors found in this study, which are described below.

a. Limitations of certain ingredients sometimes affect the variety of mocktails.

Although quality raw materials are used, the limited availability of certain materials is a limiting factor found in this study. Some materials, especially seasonal or imported ones, are often not available throughout the year or experience delays in delivery. This causes:

1) Menu variation restrictions

The limited ingredients limit bartenders' creativity in presenting more diverse mocktail variations. Some bartenders mentioned that they sometimes have to adjust or even replace certain ingredients in the recipe, which can affect the final taste quality.

2) Failure to meet guest expectations

In some cases, guests who order mocktails with specific ingredients, such as exotic fruits or certain spices, are disappointed that the ingredients are not available, forcing the bartender to offer alternatives that may not align with the guest's preferences.

b. limited number of bartenders during peak hours

Another inhibiting factor found was the limited number of bartenders, especially during peak hours, such as at night or special events held at The Onyx Lounge. Some of the impacts of this limitation include the following.

1) Slower service

The limited number of bartenders makes it difficult for them to serve guests, especially when the lounge is full. This results in longer wait times for guests who want to order drinks, which can ultimately affect guest satisfaction.

2) Service quality is decreasing

In some situations, bartenders may have to work quickly and are forced to spend less time providing personal service to guests. Some guests have noted that when the lounge is busy, interactions with bartenders become less personal, and bartenders seem rushed, which makes for a less satisfying experience.

3) Drink quality decreases

In addition, because they have to serve many orders in a short time, there is a possibility that the quality of the mocktails served will decrease. Some bartenders admit that in busy situations, they sometimes cannot pay full attention to the details of each drink they make, which affects the consistency of taste.

Overall, while The Onyx Lounge has many supporting factors that help maintain the quality of mocktails and guest satisfaction, such as ongoing bartender training, clear SOPs, and the use of quality ingredients, there are still some challenges that need to be overcome. Limited raw materials and the number of bartenders during peak hours require more attention from management to ensure an optimal and consistent guest experience, as well as maintaining high standards in every aspect of bar service.

CONCLUSION

The results of this study indicate that bartenders play a key role in maintaining and improving the quality of mocktails at The Onyx Lounge Hotel Four Points by Sheraton Medan. The bartender's technical skills, creativity, and interaction with guests directly affect the guest experience and their satisfaction. Consistent taste quality and presentation of mocktails are also proven to be important factors contributing to high levels of guest satisfaction. The role of the bartender is very important to the quality and satisfaction of the guest. The role of the bartender is very integral in determining the quality of the mocktail and guest satisfaction. The combination of technical expertise, creativity, good interaction with guests, and the ability to maintain quality standards and operational efficiency are the keys to providing a satisfying guest experience. A bartender has expertise in mixing drinks. Bartenders are able to provide mixing techniques, meaning mastering the techniques of mixing drinks, such as shaking, stirring, and stirring, is the key to producing mocktails with the right taste and texture. A bartender has creative innovation in creating a Menu, namely a creative Bartender can create new, unique and interesting mocktails, which can increase guest satisfaction. A diverse and innovative menu can make guests feel more satisfied and encouraged to return. bartenders are able to present visually, namely the visual appearance of the mocktail is also important. Friendly and professional service makes guests feel appreciated and comfortable. The combination of friendly service, quality drinks, and the atmosphere created by the bartender creates a complete experience for the guest. Thus, the role of the bartender is not only as a drink mixer, but also as an integral part of the service that adds value to guest satisfaction at The Onyx Lounge.

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