

Analysis of Sales Staff Work Ability and Service Quality on Guest Satisfaction at Openaire Resto Bar and Market

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Abstract

This study analyzes the influence of Sales Staff Work Ability and Sales Staff Service Quality on Guest Satisfaction in a hotel. The interaction between sales staff and guests plays a crucial role in shaping the customer experience. Therefore, this study identifies the most influential factors in increasing guest satisfaction. The approach used is quantitative descriptive and causal with purposive sampling, involving guests who interacted with sales staff in the past month. Data were collected through standardized questionnaires and analyzed using multiple linear regression. The results showed that both independent variables had a significant effect on guest satisfaction, with Sales Staff Service Quality providing a greater contribution. The regression equation obtained: $Y = 6.181 + 0.090X_1 + 0.705X_2$. The main factors that increase guest satisfaction are responsiveness, friendliness, professionalism, and attention to customer needs rather than simply product mastery. Limitations of the study include the limited scope of one hotel and the failure to consider other external factors that may affect guest satisfaction, such as price or hotel atmosphere. Further research is recommended to explore additional factors and expand the scope of locations in order to obtain more generalizable results.

Keywords: Work Ability; Service Quality; Guest Satisfaction.

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INTRODUCTION

The workability and service quality of sales staff plays a crucial role in creating guest satisfaction, especially in the restaurant and hospitality industry, which relies heavily on direct interaction with customers. In an era of increasingly tight culinary business competition, restaurants are not only required to serve quality food but also ensure a satisfying customer experience through excellent service. Openaire Resto Bar and Market, as one of the culinary destinations with a unique concept, faces a big challenge in ensuring that every guest gets a positive experience.

In this context, communication skills, product understanding, and the ability to handle guest needs are key factors that can influence customer loyalty and business image. Sales staff are not only tasked with selling products or services but also act as the restaurant's main representatives in building relationships with customers, handling complaints, and providing accurate information about menus and promotions. Their ability to understand customer preferences and offer appropriate solutions can be the key difference between a mediocre and an extraordinary guest experience.

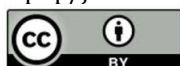
Previous research has discussed various aspects related to service quality and its impact on customer satisfaction. Emphasizes the importance of communication skills and product knowledge in enhancing customer experience in the hospitality sector. The Secret (2014) found that good service quality, such as speed of service and attention to detail, contributed directly to guest satisfaction. Wina Angraini (2021) shows that atmosphere and service quality significantly influence consumer satisfaction in the restaurant sector. Made et al., (2023), using the GAP Analysis approach to assess service quality in hotels, show that service that does not meet customer expectations can have a negative impact on satisfaction levels. Another study by Main highlighted the importance of understanding guest needs holistically to improve customer satisfaction and loyalty in the tourism industry. However, there has not been much research that specifically examines the combined effect of sales staff workability and service quality on guest satisfaction in modern concept restaurants such as Openaire Resto Bar and Market.

(2018) emphasizes the importance of communication skills and product knowledge in improving customer experience in the hospitality sector. Clear communication and good product understanding can significantly improve customer satisfaction. Kotler et al., (2021) Found that good service quality, such as speed of service and attention to detail, contributes directly to guest satisfaction, particularly in the tourism and hospitality industry. Reveals that restaurant atmosphere and service quality significantly affect customer satisfaction. A comfortable environment and efficient service provide a positive experience for customers.

Made et al., (2023) Using GAP Analysis to assess service quality in hotels. This study shows that the gap between customer expectations and service reality can have a negative impact on satisfaction levels. Ardiyanto, (2017) In their research on the culinary industry, they found that staff training and development contribute greatly to service quality. Good product knowledge and responsiveness to customer needs are key elements. Sari (2009) Highlights the importance of communication in building good relationships between staff and guests. Effective communication increases customer confidence in the quality of service provided.

The Last Supper (2020) Identifies the relationship between service quality, price, and customer loyalty, with satisfaction as an intervening variable. This study is relevant to understand the impact of service quality on customer experience. Main (2014) In the book Introduction to the Tourism Industry, the importance of professionalism in service is discussed to improve reputation and competitiveness in the tourism industry. Jasfar (2019) Research shows that customer experience management is very important in the hospitality industry, where direct interaction with customers is a major factor in success. Emphasize the SERVQUAL dimension (tangible, reliability, responsiveness, assurance, and empathy) in assessing service quality, which has a positive correlation with customer satisfaction.

Dewi, R., Kartika, N., & Rahmawati (2020) In a study of modern restaurants, they found that personalization of service by staff greatly influenced customers' positive perceptions of service quality. (Kotler & Keller, 2016) In the Marketing Management book, it is discussed that service



quality is one of the key elements in building customer loyalty, especially in service industries such as restaurants and hotels. Ali, F., & Amin (2014) Their study showed that ongoing staff training is essential in ensuring consistent service quality that meets customer expectations.

Sugiyono (2019) In his book on quantitative, qualitative, and R&D research methods, he describes various methods for evaluating the impact of service quality on customer satisfaction through an empirical approach. Wijaya, A., Setiawan, B., & Putri (2021) Identifying the ability to handle customer complaints quickly and effectively is one of the main factors in building a positive business reputation in the food and beverage sector.

Although many studies have examined the factors that influence customer satisfaction, there is still a research gap in understanding how the combination of sales staff workability and service quality specifically affects guest satisfaction in modern concept restaurants such as Openaire Resto Bar and Market. Most previous studies have focused on only one aspect, such as general service quality or individual staff skills in serving customers.

This research is relevant because restaurants with unique and modern concepts have different service characteristics from conventional restaurants. Customers in this segment tend to be more demanding, have high expectations of the dining experience, and are more influenced by factors such as restaurant atmosphere, personal interaction with staff, and speed of service. Therefore, it is important to identify how the combination of workability and service quality of sales staff can affect the level of customer satisfaction in restaurants such as Openaire Resto Bar and Market.

In addition, the results of this study can provide practical recommendations for restaurant managers in improving service strategies, including in terms of staff training, development of operational standards, and the implementation of more effective customer satisfaction evaluation methods. With a deeper understanding of the factors that contribute to guest satisfaction, restaurants can design more effective strategies for creating optimal customer experiences and building long-term loyalty.

This research aims to:

1. Analyzing the influence of sales staff work skills on guest satisfaction at Openaire Resto Bar and Market, including aspects of communication, product understanding, and skills in handling customer needs.
2. Evaluate the quality of sales staff service in providing a satisfying dining experience for customers.
3. Identifying the relationship between workability and service quality with guest satisfaction and its implications for customer loyalty and business image.
4. Develop recommendations for restaurant managers to improve service standards, staff training effectiveness, and strategies to increase customer satisfaction.

With this research, it is hoped that it can provide new insights regarding effective service strategies in the modern restaurant industry and become a reference for business actors in developing policies that are oriented towards customer satisfaction.

RESEARCH METHODS

This study uses a quantitative method with a descriptive and causal approach to analyze the relationship between the variables of Sales Staff Work Ability (X1), Sales Staff Service Quality (X2), and Guest Satisfaction (Y). (Sugiyono, 2019).

Population and Sample

- 1) Population, Customers (guests) who have interacted with sales staff
- 2) Using a purposive sampling technique with the following criteria:
 - a. Customers who interacted with sales staff at least once in the last month.
 - b. Customers who are willing to fill out the questionnaire in full.
- 3) Slovin's Formula

$$n = \frac{N}{1 + N \cdot e^2}$$



Where:

- n = sample size
- N = population (398 hotel guests)
- e = margin of error (usually 5% or 0.05)

Calculation:

$$n = \frac{398}{1 + 398 \cdot (0.05)^2}$$

$$n = \frac{398}{1 + 398 \cdot 0.0025}$$

$$n \approx 200$$

The required sample size is 200 hotel guests if the margin of error used is 5%.

Data collection technique

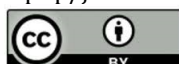
- 1) Research Instruments: Likert scale-based questionnaire (1–5) to measure respondents' perceptions of research variables.
- 2) Primary Data, Data was collected directly through surveys to respondents.
- 3) Secondary Data, Documents, or reports related to sales performance, customer reviews, and guest satisfaction reports.

Operational Definition of Variables

1. Sales Staff Work Ability
Dimensions. Product knowledge
b. Communication skills
c. Negotiation techniques
d. Problem-solving
2. Sales Staff Service Quality
Dimensions (referring to SERVQUAL):
a. Tangibles (appearance)
b. Reliability
c. Responsiveness (responsiveness)
d. Assurance (guarantee)
e. Empathy
3. Guest Satisfaction
Dementia. Satisfaction with service experience
b. Matching expectations with reality
c. Customer loyalty

Table 1. Research questions for the questionnaire

Variables	Research Questions
X1: Sales Staff Work Ability	1. Do the sales staff have good knowledge of the product/service?
	2. Can the sales staff explain the product clearly and in detail?
	3. Do the sales staff have good communication skills?
	4. Are the sales staff able to handle your complaints or objections well?
	5. Do sales staff have effective negotiation skills?
	6. How well do sales staff understand the products or services they offer?
	7. Can the sales staff provide clear and detailed explanations about the product/service?
X2: Sales Staff Service Quality	1. Do the sales staff have a professional appearance?
	2. Do the sales staff provide services according to the promises made?
	3. Do the sales staff respond quickly to your needs or questions?
	4. Do you feel comfortable and confident with the service provided by the sales staff?



Y: Guest Satisfaction	5. Does the sales staff pay attention to your specific needs?
	6. Do sales staff appear professional when interacting with you?
	7. Does the sales staff respond quickly to your needs or questions?
	1. Are you satisfied with your interactions with sales staff?
	2. Did your experience meet or exceed your expectations?
	3. Would you recommend this service to others?
	4. Do you feel that the price of the product/service is in accordance with the quality of service?
	5. Do you intend to use this service again in the future?
	6. How satisfied are you with the interactions you have had with sales staff?
	7. Did the service experience you received meet your expectations?

This table includes all the questions needed to evaluate the three variables (Sales Staff Work Ability, Sales Staff Service Quality, and Guest Satisfaction) as well as additional more in-depth questions related to guest satisfaction.

RESULTS AND DISCUSSION

This study aims to analyze the influence of Sales Staff Work Ability (X1) and Sales Staff Service Quality (X2) on Guest Satisfaction (Y) at a hotel. The analysis was conducted using multiple linear regression, reliability, and data validity. The results obtained can be summarized as follows:

Table 2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.943	.890	.889	.74136

The Model Summary table shows an R-value of 0.943, which illustrates a very strong relationship between the independent variables (X1 and X2) and the dependent variable (Y). The R^2 value of 0.890 indicates that 89% of the variation in Guest Satisfaction (Y) can be explained by the Sales Staff's Work Ability (X1) and the Sales Staff's Service Quality (X2). The remaining 11% is explained by other factors outside the research model.

Table 3. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	876.105	2	438,053	797,014	.000
Residual	108,275	197	.550		
Total	984,380	199			

The results of the ANOVA test show that the regression model used is statistically significant with a value of $F = 797.014$ and $p = 0.000$. This confirms that together, Sales Staff Work Ability and Sales Staff Service Quality have a significant influence on Guest Satisfaction.

Table 4. Regression Coefficients

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	
(Constant)	6.181	.528		11,708
X1	.090	.024	.139	3,718
X2	.705	.032	.832	22,312

The Coefficient Table shows the influence of each independent variable on the dependent variable as follows.

Sales Staff Work Ability

Coefficient B = 0.090 with $p = 0.000$, indicating a positive and significant influence on Guest Satisfaction (Y). Every 1 unit increase in Sales Staff Work Ability will increase the Guest Satisfaction value by 0.090.

Sales Staff Service Quality

Coefficient B = 0.705 with $p = 0.000$, indicating a positive and significant influence on Guest Satisfaction (Y). Every 1 unit increase in Sales Staff Service Quality will increase the Guest Satisfaction value by 0.705.

Based on these results, the regression equation obtained is

$$Y = 6.181 + 0.090X_1 + 0.705X_2$$

The constant value of 6.181 shows that if the Sales Staff's Work Ability and Sales Staff Service Quality are zero, then Guest Satisfaction still has an initial value of 6.181.

The results of the reliability test show that all variables have a Cronbach's Alpha value above 0.7, which indicates that the research instrument has good internal consistency:

- X1:0.753
- X2:0.722
- Y:0.709

Discussion

a. The Influence of Sales Staff Work Ability on Guest Satisfaction

- Staff workability (X1) has a positive and significant influence on Guest Satisfaction (Y) with a coefficient of 0.090 ($p = 0.000$).
- This shows that product understanding, communication skills, and problem-solving abilities contribute to guest satisfaction.
- However, the influence of X1 is relatively small compared to X2, so technical skills alone are not enough if not supported by good service.

b. The Influence of Sales Staff Service Quality on Guest Satisfaction

- X2 has the most dominant influence with a coefficient of 0.705 ($p = 0.000$).
- This shows that factors such as friendliness, speed of service, attention to guest needs, and professionalism of staff greatly influence customer experience.
- These results are consistent with previous research, which emphasizes that personal interactions in the hospitality industry play an important role in increasing customer satisfaction.

c. External Factors That May Have an Influence

Although X1 and X2 explain 89% of the variability in Guest Satisfaction, there are still 11% other factors that may contribute, such as:

1. Prices and Discounts – Guest satisfaction can increase if they feel they are getting service that is commensurate with the price they pay.
2. Ambiance and Facilities – Interior design, room comfort, and hotel facilities can affect guest satisfaction.
3. Promotions and Loyalty Programs – Exclusive memberships or discounts for repeat customers can increase customer retention and satisfaction.

d. Research Limitations

1. Quantitative approaches do not capture the subjective experiences of customers in depth.
2. The sample is limited to customers who interacted with sales staff within a specified period.
3. Customer psychological factors, such as individual preferences and expectations, are not analyzed in this model.

e. Practical Implications

1. Staff Training – There should be more focus on empathy, speed of response, and attention to detail, as these have been shown to have the greatest impact on guest satisfaction.
2. Increased Incentives – Reward programs for staff who demonstrate excellent service can increase work motivation.
3. Qualitative Approaches to Further Research – Using in-depth interviews with hotel guests to dig deeper into the emotional aspects that influence their satisfaction.



Combination of Influence of X1 and X2



Figure 1. Regression Coefficient Diagram

The results of the ANOVA and Model Summary tests show that the combination of the two variables (X1 and X2) is able to explain 89% of the variability in Guest Satisfaction. This indicates that improvements in both aspects simultaneously can create a better guest experience.

Theoretically, this study supports the theory of customer satisfaction, which emphasizes the importance of service quality as the main determinant. This study is also consistent with previous studies that highlight the role of service quality in creating long-term relationships with customers. Practically, hotel management needs to pay more attention to sales staff training, especially in the service aspect, to ensure guests get the best experience.

This study was limited to a population of customers who interacted with sales staff within a specific period. Further research could expand the population or consider other variables, such as price, promotion, or brand image, which may also affect Guest Satisfaction.

This study underlines the importance of Sales Staff Work Ability and Service Quality as key factors in improving Guest Satisfaction, with the largest contribution coming from Sales Staff Service Quality.

CONCLUSION

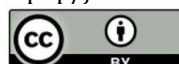
This study concludes that Sales Staff Work Ability and Sales Staff Service Quality have a positive and significant influence on Guest Satisfaction at Openaire Resto Bar and Market. Although both variables contribute significantly, the results of the analysis show that Sales Staff Service Quality has a greater impact than Sales Staff Work Ability in increasing guest satisfaction.

These findings indicate that guests value service aspects that include speed of response to requests or complaints, staff professionalism, friendliness, empathy, and attention to individual needs, more than just the mastery of product knowledge and technical skills of sales staff. In this context, superior service not only reflects efficiency in the sales process but also becomes a major factor in building trust, loyalty, and positive experiences for guests.

In addition, this study confirms that the quality of interactions between sales staff and guests plays a significant role in determining overall customer satisfaction. In line with Customer Relationship Management (CRM) theory and the concept of customer satisfaction, quality interactions can create a closer, long-term relationship between guests and restaurants. This is increasingly relevant in the hospitality industry, where guest satisfaction depends not only on the quality of the facilities but also on the standard of service provided by the staff.

Implications and Recommendations

Based on the research results, here are several strategic steps that can be implemented by Openaire Resto Bar and Market management to increase guest satisfaction:



1. Regular Training for Sales Staff
 - 1) Conduct regular training programs that focus on developing communication skills, problem-solving, and understanding customer needs to improve service quality.
 - 2) Simulated customer interactions to improve staff responsiveness and interpersonal skills.
2. Service Standardization
Develop and implement Standard Operating Procedures (SOPs) related to guest interactions to ensure a consistent and high-quality service experience.
3. Utilization of Technology in Services
 - 1) Using Customer Relationship Management (CRM) to record customer preferences and provide more personalized service.
 - 2) Integrate a chatbot or online reservation system to increase the speed and ease of communication with guests.
4. Feedback-Based Performance Evaluation
 - 1) Conduct regular customer satisfaction surveys and use the data to evaluate sales staff performance.
 - 2) Providing incentives for staff with the best performance as a form of appreciation and work motivation.
5. Personalize Services to Increase Loyalty
 - 1) Provide loyalty or membership programs for regular guests, including special discounts or priority service for frequent customers.
 - 2) Improve staff understanding of individual guest preferences, for example, by keeping records of customers' favorite food or drink preferences.

Research Limitations and Suggestions for Future Research

This study has several limitations that need to be considered, including:

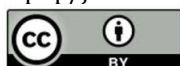
1. Limited sample coverage on guests of Openaire Resto Bar and Market, so the results of this study cannot necessarily be generalized to other restaurants or bars with different characteristics.
2. Limited research time may affect the findings as it does not take into account seasonal factors that may impact guest satisfaction levels.
3. Other variables that have not been studied, such as price, restaurant atmosphere, or other external factors, can also affect customer satisfaction.

For future research, it is recommended that this study be expanded to include more locations, consider aspects of customer satisfaction in other sectors, such as fine dining restaurants or the retail industry, and test the influence of other variables that can provide deeper insights into the factors that determine guest satisfaction.

By implementing the right strategy and strengthening the service aspect, it is hoped that Openaire Resto Bar and Market can improve the overall service quality, strengthen customer loyalty, and increase competitiveness in the hospitality industry.

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