Waitress Efforts to Increase Sales at Sundara Restaurant Four Seasons Resort Bali at Jimbaran Bay

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Abstract

This study discusses the efforts of waiters to increase sales at Sundara Restaurant- Four Seasons Resort Bali At Jimbaran Bay. Taking the problem of sales at the restaurant has decreased. In this study using a qualitative descriptive method. Collecting data using interviews, observation, documentation and literature. The sample in this study was taken purposively. The data were analyzed using qualitative analysis using four stages which included: Data Collection, Data Reduction, Data Presentation, Drawing Conclusions. The results of the study show that in increasing sales, waiters carry out various efforts, including: improving service to customers in terms of appearance, reliability, responsiveness, assurance, waiters doing upselling, waiters doing promotions. Obstacles in sales from the results of the study show that the characters of guests or customers differ in terms of their purchases, lack of menu knowledge (Product Knowledge) and constraints in the customer’s holiday season.

Keywords: Waitressing, Sales, and Barriers

INTRODUCTION

Tourism is one of the most influential triggers for increasing foreign exchange for the country of Indonesia. Given that there are lots of tourist destinations in Indonesia that are
very beautiful and interesting. The development of tourism in an area has a major influence on various sectors related to tourism activities, including the economic, social, cultural and resources owned by the region. This encourages regions in Indonesia that develop the tourism sector.

Bali is a major tourist destination in the development of the tourism sector. The international community has recognized that Bali is also known for its very friendly people and for having many traditions, customs and culture which are still preserved. This encourages many tourists to visit Bali, both domestic and foreign tourists. To support the comfort of tourists while traveling in Bali. The government and the private sector are trying to improve the quality and quantity of tourism support facilities in Bali, one of which is by providing accommodation facilities, travel agencies, tourist attractions, transportation, restaurants and others.

According to Marsum (2005: 7) a restaurant is a place or building that is commercially organized, which provides good service to all guests, both in the form of eating and drinking activities. Besides that, according to Sinaga (2018: 2) a restaurant is a place that is identical to the rows of tables that are neatly arranged with the presence of people, the emergence of fragrant aromas from the kitchen, the service of the waiters, and the tinkling of small sounds due to the contact of glass glasses, or proceline causing a lively atmosphere inside.

One of the tourist destinations in Bali is located in the Jimbaran area. Jimbaran is a part of South Kuta which has tourism and is supported by tourism facilities and infrastructure. The Jimbaran area is a tourist attraction for tourists because it has beautiful views of the cliffs and beaches to enjoy the sunset and do water activities such as surfing and other water sports. Various accommodation facilities are also available such as hotels, restaurants, villas, resorts, other types of accommodation. One of the accommodations located in Jimbaran is the Four Seasons Resort Bali At Jimbaran Bay.

According to Darshardjo. (2005) states that, Resort is a tourist area or tourist spot that is equipped with various attraction facilities and other tourism service businesses with the aim of meeting the needs of tourists which are managed in an integrated manner in one management. The size of the resorts varies greatly, some are quite large (more than 30 hectares) and some are only a few hectares wide. In its development, resort terminology can also be used by a hotel, called a resort hotel. A hotel can be called a resort if it is equipped with various facilities, amenities and other services, so that all the needs of tourists can be met in that place. Resorts can be declared as sustainable resorts if their operations do not
damage the environment, empower the community (social and cultural), and can prosper the lives of the surrounding communities.

Four Seasons Resort Bali At Jimbaran Bay Bali is a lodging facility in the form of a resort and also provides restaurant facilities. One of them is Sundara Restaurant. Sundara Restaurant is a restaurant that provides menus taken from Asian and Western Italian food and what is served is grilled seafood and it is also located on the beach. In its operations, the Four Seasons Resort Bali At Jimbaran Bay Bali consists of several departments, namely front office, housekeeping, food and beverage, security, and engineering.

The Food and Beverage Department at the Four Seasons Resort Bali At Jimbaran Bay Bali is divided into Food and Beverage Products and Food and Beverage Service. Sundara Restaurant is part of a food and beverage service that provides food and beverage services for guests that are professionally managed with the aim of making a profit. A restaurant must have high creativity to increase sales.

Sales is an activity that aims to find buyers, influence and provide instructions so that buyers can adjust their needs to the products offered and enter into agreements regarding prices that benefit both parties (Moekijat, 2002: 34). On the other hand, according to Abdullah and Tantri (2016: 3), sales are part of promotion and promotion is one part of the entire marketing system. Furthermore Assauri (2002: 44) says selling is a human activity that is directed to meet or satisfy needs and desires through an exchange process.

According to Salim (2008: 178) Effort is an effort to achieve a purpose, solve problems, find a way out and be efficient and effective in accordance with the expected goals. On the other hand, according to Poerwadar Minta, (1991:574), effort is an effort to convey intent, reason and overview. Efforts are everything that is trying to do something so that it can be more efficient and effective in accordance with the aims, objectives and functions and benefits of this thing being carried out.

The success of a restaurant is not only determined by delicious food, luxurious facilities, adequate hygiene and sanitation, but is also supported by the important role of a waitress. A waiter is a restaurant employee who has the duties and responsibilities of serving the food and drink needs of guests, a waiter in implementing work methods is always guided by operational standards set by management, so that the workflow runs well and regularly. In addition to being in charge of serving, waiters are also expected to have the ability to sell to increase sales at restaurants. In restaurant terms, a waitress is often called a waiter or waitress. A waiter or waitress is a person who has the duty and responsibility to serve the food and beverage needs of guests in a professional manner. Waiters or waitresses are
employees/employees in a restaurant whose job is to wait for guests who feel welcomed and comfortable, taking food and drink orders and serving them, also cleaning the restaurant and its environment and preparing the table setting for the next guest. Waiter or waitress plays a very important role in providing satisfaction to customers which will directly benefit the company. (Atmodjo and Fauziah, 2016:17).

According to Riyadi et al (2015: 16) waiters are people who are in charge or work in the field of serving food and drinks. waiters must also prepare themselves with knowledge related to their duties. have extensive knowledge of food and beverages sold in the workplace. always be friendly and able to answer questions asked by guests, have a good impression and always keep up appearances

Given the important role of waiters in increasing sales, the authors compile a final study report entitled "Waitress Efforts to Increase Sales at Sundara Restaurant Four Seasons Resort Bali At Jimbaran Bay.

METHOD

This In this study, researchers used research methods qualitative descriptive. A qualitative approach is expected to be able produce in-depth descriptions of speech, writing, or behavior that can be observed from individuals, or certain organizations. The use of a qualitative descriptive research design in this study is intended to describe and analyze the efforts of waiters to increase sales at Sundara Restaurant Four Seasons Resort Bali At Jimbaran Bay.

Sugiyono (2014) suggests that activity in Qualitative data analysis was carried out interactively and in progress continuously until it is complete, so that the data is saturated. The steps to analyze the data in this study are as follows:

1. Data collection
Data collected through interviews, observation, literature study and document study with research informants. The researcher recorded all the data obtained into notes containing what was heard, seen, experienced, felt, and findings about what was encountered during the research. The collection of research data in question is the result of interviews, observations, literature studies and document studies regarding the efforts of waiters to increase sales at Sundara Restaurant Four Seasons Resort Bali At Jimbaran Bay.

2. Data reduction
Data reduction is defined as the process of selecting, focusing attention to simplification and transformation of raw data that emerged from written records in the field. The data obtained from the field is quite a lot, for that it needs to be recorded carefully and in detail. The longer the researcher is in the field, the more data will be more and more, complex and complicated. For this it is necessary immediately data analysis was carried out through data reduction. Reducing meaningful data summarizing, researching the main points, focusing on the things what is important, look for themes and patterns. The data is collected, then selected data that is considered the most relevant related to the efforts of waiters in increasing sales at Sundara Restaurant Four Seasons Resort Bali At Jimbaran Bay.

3. Data Presentation
In qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories, flowcharts, and the like. Most often used to present data in qualitative research is with narrative text. In this case the researcher will present the data in text form, for To clarify the results of the research, the researcher will include tables or pictures.

4. Conclusion Drawing
Conclusions in qualitative research may be able to answer formulation of the problem formulated from the start, but it is also possible no, because the problems and problem formulation in qualitative research are still temporary and will develop after the research is in the field. The problem of data reduction, data presentation and drawing conclusions or verification is an illustration of success in succession as a series of related analytical activities. In data processing the researcher gives meaning, interpretation, arguments to the data that has been collected and looks for the meaning of the explanation to be arranged into certain relationship patterns that are easy to understand and interpret.

RESULTS AND DISCUSSION
Hotel Overview

Four Seasons Hotels and Resorts is a company engaged in the field of hospitality service providers, headquartered in Toronto, Ontario, Canada. This company has overseen several hotel chains with the Four Seasons label. In total, until today, Four Seasons has 95 hotels in 35 countries around the world. The Four Seasons Hotel opened for the first time in the spring of 1961 in Toronto, Canada. Initially, this hotel provided 125 rooms with the
characteristics of the Four Seasons with exclusive services. In the 1970s, Four Seasons has successfully expanded its business by opening its first international branch in London, England. Since this began the expansion of the Four Seasons Hotel which has now grown worldwide. A few years after that, Four Seasons again opened hotel branches located in San Francisco, Washington, DC and Chicago. The company in fact never stops making the latest innovations to pamper hotel consumers. It was proven in the 1990s that Four Seasons began to expand into the Resort business, offering exceptional services and facilities for visitors.

In Indonesia, Four Seasons chooses to operate its hotels in Jakarta and Bali. In Bali itself, Four Seasons 15 has two resorts, namely the Four Seasons Resort Bali At Jimbaran Bay, which has been operating since June 1993, followed by the establishment of the Four Seasons Resort Bali At Sayan in May 1998. The first resort in Bali, namely the Four Seasons Resort Bali At Jimbaran Bay is located on Bukit Permai Jimbaran which was built by architects from Australia, namely Grounds Kent and Fremantle. Standing on a cliff top above the white beach considered the best place in Bali famous for its sunsets, Four Seasons Resort Bali At Jimbaran Bay offers exclusive residences of 147 villas and 9 residences built in traditional Balinese style. Surrounded by lush gardens, each villa has its own spacious courtyard with indoor and outdoor living areas, including a private swimming pool where guests can enjoy uninterrupted views of Jimbaran bay.

The Balinese theme is carried through the decorations, from teak furniture to antique artifacts and exotic-casual fabrics that are rich in color. Each has an en suite bathroom, a soaking tub and a separate shower with access to a small garden for outdoor bathing. Four Seasons Resort Bali At Jimbaran Bay is a Resort with excellent quality and in line with its mission, which is to operate the best hotels and resorts in the world by providing the best standard of service with full concern for consumers in the best and selected environment.

Waitress Efforts to Increase Sales at Sundara Restaurant Four Seasons Resort Bali At Jimbaran Bay.

In terms of increasing sales, it is something that must be done by employees, especially a waiter at a restaurant. Judging from the many restaurant businesses that make consumers increasingly picky places where they are comfortable. Most customers or customers or consumers will choose a restaurant that has a place or location that is strategic and easy to reach, has a distinctive and undoubted taste of food or drink and very satisfying service and gets a good impression or experience. Apart from providing services, a waiter also plays a very important role in increasing sales because a waiter deals directly with customers and
can promote food or beverage products available in a restaurant. The waiter’s efforts to increase sales at Sundara Restaurant- Four Seasons Resort Bali At Jimbaran Bay are as follows.

1. **Provide the best service**

The quality of service provided greatly affects the performance of a good waiter, which will have a positive impact on the company and will result in satisfaction for the customer or customers. Customer satisfaction is an important concept in business and management and customer satisfaction is the most important and important thing for management and waiters because customers play an important role in measuring satisfaction with food or beverage products and services provided by waiters, therefore a waiter is obliged to serve customers who come. In providing waiter service at Sundara Restaurant Four Seasons Resort Bali At Jimbaran Bay, they must behave the same way towards visiting customers or customers and provide the best service, such as applying excellent service. Excellent service is the best service provided to customers both internal and external customers based on service procedures. The best service that is implemented by the waiter at Sundara Restaurant Four Seasons Resort Bali At Jimbaran Bay, is by:

   a. **Tangible (appearance)**

To create a tangible impression, the servers at Sundara Restaurant perform professionally by using predetermined uniforms, namely wearing a short-sleeved white shirt with blue stripes and wearing gray trousers with white shoes, styling hair neatly for female waitresses her hair is tied in a single bun, and she uses simple and unobtrusive make-up. In addition to personal appearance that needs to be considered by a waiter is the restaurant area, namely by setting the table, cleaning the restaurant area, arranging all the equipment used for restaurant operations before receiving guests to give the impression of paying attention to guests or welcoming guests who come.

   b. **Reliability (reliability)**

Reliable is an important role in providing good service which is to provide correct and satisfactory service as promised to guests, for example, accurate bill calculations according to what is given and ordered by guests, display of food and drinks on the menu with presented must also be the same.

   c. **Responsive (responsiveness)**

Assurance can be seen from how the waiter can explain the menu clearly, politely and easily understood by guests. A waiter must also be able to offer new menus or reliable menus at Sundara Restaurant. In addition, the waiter must also record all guest orders without any
mistakes and do not forget to repeat what the guest ordered. Waiters must also have polite skills in serving food and drinks ordered by guests quickly.

d. Empathy (care)
As for the form of empathy given by the waiter at Sundara Restaurant, namely always being friendly to guests or colleagues, a waiter at Sundara Restaurant must also be able to help guests when they need help. In addition, a waiter must be able to listen to complaints from guests with a sense of empathy.

2. Waiter Doing Upselling
Upselling is one way of promotion that is very influential in marketing activities. Because upselling can provide detailed and direct information to guests about the advantages of food or beverage products to maximize sales potential and guest or customer satisfaction. A server must proactively look for opportunities to upsell and maximize sales, without offending or detracting from the guest experience.

In upselling the things that a waiter must pay attention to, namely knowing the customer's needs, the Upselling strategy should not be forced on every guest or customer because not all guests or customers are suitable for the bidding process carried out by a waiter. Upselling activities can be done by offering other products as a companion to the product purchased. That way, customers who are already planning to buy the product and consider the offer given by a waiter.

It is better for a waiter to know the needs of guests or customers, for example a customer or guest just wants to just sit and enjoy the sunset and only wants to order small portions of food or light snacks, then a waiter will recommend or offer a meal that can be considered as an appetizer or appetizer. which are small portions.

A waiter is also required to be wise in offering food or beverage products and may not force guests or customers but convince guests or customers to believe in the food and drinks being sold. The things a waiter can do at Sundara Restaurant- Four Seasons Resort Bali At Jimbaran Bay are as follows: 1) Offer similar products as ordered or offer other products such as additional food or other snacks. 2) There is a happy hour buy one get one, waiters can inform guests or customers so they can find out. Examples include Beverage, buy one cocktail, get one free mocktail, or beer per person. 3) Provide food or drink recommendations if customers are confused about choosing food or drinks. 4) Always tell your favorite food or drink or best seller so that customers or guests know it and want to try it. For example,
Sundara has favorite foods such as butter chicken with Indian food. 5) Trying to offer products that are quite expensive, for example cocktails, vodka or wine.

3. Waiter Doing Promotion

Promotion is a communication made as an effort to introduce or offer a product with the aim of attracting potential customers to use the product. A company needs promotion as a marketing medium because without a business promotion being held it will be difficult to be recognized by the wider community. Promotions carried out by Sundara Restaurant, namely through social media.

Social media is one of the most effective media for promotion because almost everyone uses social media in their daily lives, by uploading via their respective social accounts such as Instagram, Facebook, website and WhatsApp. Because in today’s era many use gadgets that are more supportive in marketing efforts and to attract the attention of other people, regarding food or drinks and services that have been promoted depending on how we promote them so that people can be interested.

**Obstacles Faced By Waiters In Increasing Sales At Sundara Restaurant Four Seasons Resort Bali At Jimbaran Bay**

The obstacles and how to overcome the obstacles faced by waiters in increasing sales are as follows:

1. Different characters of guests or customers in terms of shopping

Customers or guests limit the food and drinks they want to buy, besides that, because the characters of the guests are different, not all guests want to order food and drinks based on recommendations from a waiter, customers only order food and drinks of what they want or food and drink based on the ability to buy it, that’s why customers really control their spending, so sometimes there are customers who don’t want to buy too much food and drink in restaurants, for example customers only buy or ask for a glass of ice water only. So from that the way to solve it with a waiter must do upselling.

To solve the problem that a waitress has to do, that is, she can’t force the will of the customer and a waitress only needs to do or try Upselling again and convince a customer to shop or offer food or drink products that have lots of promos, such as at Sundara Restaurant every day they hold a the name is happy hours, for example, buy one cocktail get one free beer per person, so if a customer takes this happy hour, if the customer wants to shop a lot today, a waiter can also offer or explain in detail the promos or events that Sundara
Restaurant has, such as seafood night which only only on Saturdays and Sunday brunch which is only on Sundays.

2. Lack of menu knowledge (Product Knowledge).
Several waiters, Trainee or DW (Daily Worker) did not understand the food and beverage products offered to guests in the Upselling activities that were carried out so that guests were not interested and not too sure about buying because of a lack of understanding of the explanation of food and beverage products. Food and Beverage Service Manager tests the skills of waiters. In increasing product knowledge possessed by waiters, trainees and DW (daily workers), a food and beverage service manager must conduct question and answer sessions or direct training during free time/break hours for each waiter regarding food and beverage products. (distribution of types of drinks, mix and match drinks with food and so on). This is done to find out how knowledge of food and beverage and understanding possessed by Trainne, DW and the waitresses.

3. Low season constraints (quiet guests)
Many restaurants are also experiencing low season or quiet guests. Usually this happens due to several factors, namely:

a. Pandemic period
   The Covid-19 pandemic has caused crises in various business sectors in the country including restaurants, restaurant business actors have experienced a downturn which has resulted in a lack of sales turnover at restaurants. then restaurants can take ways to overcome the pandemic with the strategies carried out by restaurant businesses to survive in the new normal era by switching to online sales platforms, implementing health protocols, renovating restaurants in preparation for re-opening and carrying out various promotions to increase sales at restaurants.

b. Competition
   Competition between those around Sundara Restaurant allows other restaurants to sell the same food or beverage products by offering much cheaper prices, so that’s the way to overcome that is by offering lower prices, maybe a waiter can propose that the price difference is not that big and a waiter must be able to provide the best service to customers so that they feel more satisfied, because what we sell at Sundara Restaurant is not only food or beverage products but also provides the best service. With the best service that we provide customers will feel worthy of the price they pay.
c. Restaurant promotion concept that is less attractive

Restaurant promotion concepts that are less attractive can also have an effect on increasing sales at Sundara Restaurant so that not so many customers are interested in visiting the restaurant. How to deal with it, such as promotions, can be done by holding promos or events on certain days, providing package menus such as promotions and discounts, for example, buying free wine canapes and promotions on social media are very influential nowadays.

COVER

The Efforts made by waiters to increase sales at Sundara Restaurant Four Seasons Resort Bali At Jimbaran Bay, namely by: provide good service by maintaining appearance (tangible), serving reliably (Reliability), being responsive to guests (responsive), serving with certainty (Assurance) and serving with full attention (empathy) and doing upselling and promoting continuously.

The obstacles faced by waiters in increasing sales are, there are different characters of guests or customers where not all guests want to order food and drinks based on recommendations from a waiter, customers only order food and drinks from what they want or food and drinks based on ability to afford them. As well as a lack of menu knowledge (Product Knowledge), Trainne and DW’s lack of understanding in knowing the food and beverage products offered to guests so that Upselling activities cannot be carried out optimally. a lot of free time will be wasted and upgrades will not occur. The solution to the above problems can be solved with appropriate troubleshooting. As for problem solving that can be done, namely, during a pandemic implementing health protocols and various promotions to increase revenue, a waiter must carry out Upselling Food and Beverage Service Managers to conduct training for trainees and DW. Supervisors or leaders can take advantage of low seasons for in-person or online promotions.

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