

ABSTRACT

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Title: Analisa Kualitas Produk Makanan dan Kualitas Pelayanan di Rocka Restaurant Departement F&B Six Senses Uluwatu pada masa pre-opening

Six Senses Uluwatu Bali is a resort that is Pre-opening and still in its early stages where it wants to provide an introduction to the community in terms of brand awareness. The purpose of this study case is Six Senses has a concern for its customers in terms of products and services. However, because this resort is a resort that is still classified as a pre-opening, both of these qualities are considered, whether the previous product or service is focused on being better. In this pre-opening resort problems, there is still less optimal customer satisfaction with product quality and service quality in the Food and Beverage department that is different from what they expect. This research is a descriptive – quantitative research with primary data are collected from Questionnaire and secondary data are collected from journal and other research. The quality of food products and services must be improved so that they have the qualities that guests expect and also do not differentiate guests from having these qualities. Especially from the food to be served, before double check again before serving to guests in terms of taste, temperature and maturity level because it becomes a first impression for them.

Key Word:

Quality of Product, Quality of Service, Six Senses Uluwatu, Pre-opening, F&B