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GUEST SERVICE TRAINING MODEL DEVELOPMENT TO THE WAITRESSES AT LOCAL RESTAURANT IN MANADO, NORTH SULAWESI-INDONESIA

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ABSTRACT

The development of tourism industry includes two things: products that include the location and infrastructure and human resource tourism development. Manado in the last decade has determined tourism as a featured program. Accelerated development of facilities such as accommodation and restaurants have proved that local governments are concerned with the development of tourism sector. However, the success is not supported by local human resources development; especially waitresses at the local restaurant do not have up-graded skills, knowledge and attitude. The purpose of this study is to develop a model of service training. The research method used is descriptive qualitative supported by quantitative data. Field research includes a survey involving 238 respondents, observation and documentation, and the analysis by servqual method. Research results are satisfactory service performance appraisal is 7.83 while the guest expectations of service quality were 9.22. Guest rating on the performance expectations of service and quality of service shows a minus value. This indicates that the guest is not satisfactory with the performance of services provided by a waitress with an average value of -1.38 satisfaction which means that the value of service of locals waitress is ? 0. The findings are integrated training models. Subsequently, this information could be assisted the industries to conduct training for waitresses. Keywords; guest, service training, model development, waitresses, local restaurant

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