



The Effect of Food and Beverage Attendant Service Quality on Guest Satisfaction at Stasionairy Restaurant, Union Station Hotel Nashville, United States

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Abstract

The hospitality industry increasingly depends on service quality to satisfy guests and build loyalty. This study investigates the effect of Food and Beverage Attendant service quality on guest satisfaction at Stasionairy Restaurant in Union Station Hotel Nashville, United States. Motivated by negative guest reviews on Google Maps indicating dissatisfaction across key service dimensions, this quantitative study employed a simple linear regression approach. Using accidental sampling, data were collected from 97 guests who visited the restaurant in January 2026. The five SERVQUAL dimensions—tangibles, reliability, responsiveness, assurance, and empathy—were used to measure service quality (X), while guest satisfaction (Y) was measured through indicators including service meeting expectations, positive service memories, and willingness to revisit and recommend. Validity and reliability tests confirmed all instruments were sound. Results indicate that Food and Beverage Attendant service quality has a significant positive effect on guest satisfaction ($p < 0.05$), with service quality explaining a substantial portion of the variance in guest satisfaction. These findings affirm that improvements in service delivery by Food and Beverage Attendants—particularly in responsiveness and empathy—are critical to enhancing guest satisfaction and fostering loyalty in hotel restaurant settings.

Keywords: *service quality; guest satisfaction; Food and Beverage Attendant; SERVQUAL; hotel restaurant*

INTRODUCTIONS

The hospitality industry is one of the fastest-growing and most competitive service sectors globally, especially in popular tourist destinations. In this industry, service quality and guest satisfaction are central to business performance. Guest satisfaction is closely linked to revisit intentions, word-of-mouth recommendations, and overall hotel reputation (Kotler & Keller, 2019; Zeithaml et al., 2018).

Nashville, Tennessee, has experienced rapid tourism growth and is widely recognized as a major cultural and music destination in the United States. Hotels in Nashville, including Union Station Hotel Nashville—a four-star property—operate restaurants that serve both hotel guests and walk-in visitors. The restaurant within a hotel plays a strategic role in shaping the overall guest experience.

One of the most visible roles in hotel restaurant service is that of the Food and Beverage Attendant. This position encompasses guest greeting, order-taking, food and beverage service, and transaction processing. The service delivered by Food and Beverage Attendants can significantly affect how guests perceive and evaluate their overall dining experience.

This study was motivated by a phenomenon observed at Stasionairy Restaurant, Union Station Hotel Nashville, where multiple negative guest reviews on Google Maps indicated dissatisfaction with service quality. Reviews pointed to issues across five SERVQUAL dimensions: (1) *Tangibles*—complaints about cleanliness and staff appearance; (2) *Reliability*—orders delivered inaccurately; (3) *Responsiveness*—slow response to guest requests; (4) *Assurance*—limited staff product knowledge; and (5) *Empathy*—lack of personal attention. These issues motivated the researcher to conduct an empirical investigation into how service quality influences guest satisfaction at this venue.

Several prior studies provide a foundation for this research. Parasuraman, Zeithaml, and Berry (1988) introduced the SERVQUAL model as a widely adopted instrument for measuring service quality across five dimensions, which has since been applied extensively in hospitality contexts. Izzah (2019) found that service quality significantly affects guest satisfaction in hotel restaurants in Indonesia. Internationally, Crossman (2024) demonstrated that high service quality in boutique hotels directly drives guest satisfaction and repeat business. In Indonesia, Aulia and Paninggiran (2025) confirmed that Food and Beverage Service quality positively and significantly affects guest satisfaction. These studies collectively establish a strong empirical basis for the expected relationship between service quality and guest satisfaction.

This study aims to: (1) describe the service quality of Food and Beverage Attendants at Stasionairy Restaurant; (2) describe the level of guest satisfaction; and (3) analyze the effect of Food and Beverage Attendant service quality on guest satisfaction at Stasionairy Restaurant, Union Station Hotel Nashville.

METHODS

This study used a quantitative approach with a causal associative design, aiming to determine the effect of service quality (independent variable, X) on guest satisfaction (dependent variable, Y). The research was conducted at Stasionairy Restaurant, Union Station Hotel Nashville, located at 1001 Broadway, Nashville, TN 37203, in January 2026.

The target population comprised all guests who dined at Stasionairy Restaurant during January 2026, estimated at approximately 3,200 guests based on daily operational records. The sample size was calculated using the Slovin formula, yielding 97 respondents. An accidental sampling technique was employed, selecting guests who were present during data collection and met the following criteria: (1) guests using table service at Stasionairy Restaurant, (2) at least 18 years of age, (3) had received direct service from a Food and Beverage Attendant, and (4) willing to complete the questionnaire voluntarily.

Data were collected through a structured questionnaire distributed via Google Forms. The questionnaire comprised two sections. The first section captured respondent demographics (gender, age, and type of visit). The second section measured service quality using 15 statements organized across the five SERVQUAL dimensions—tangibles (3 items), reliability (3 items), responsiveness (3 items), assurance (3 items), and empathy (3 items)—and guest satisfaction using 4 items. All items were rated using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Validity was assessed by comparing the Corrected Item-Total Correlation of each item to the r-table value of 0.184 (n=97, significance level 5%). Items were deemed valid when the correlation exceeded the r-table value. Reliability was assessed using Cronbach's Alpha, with values ≥ 0.60 indicating acceptable reliability. Data were analyzed using SPSS through descriptive statistics, simple linear regression, t-test for hypothesis testing, and the coefficient of determination (R^2).

RESULTS AND DISCUSSIONS

Respondent Characteristics

Of the 97 respondents, the majority were female (60.2%, n=60), with male respondents comprising 39.8% (n=37). In terms of age, the dominant group was guests aged 21–30 years (63.7%, n=40), followed by those aged 31–40 years (29.2%, n=49). Guests under 20 years comprised 6.3% (n=7), while those over 40 represented less than 1% (n=1). With respect to visit type, 72.6% (n=66) were regular guests, while 27.4% (n=31) were walk-in guests. The predominance of regular guests suggests that Stasionairy Restaurant has successfully cultivated a returning clientele, likely reflecting adequate baseline service satisfaction.

Table 1. Respondent Characteristics

Category	Description	n	%
Gender	Male	37	39.8%
	Female	60	60.2%
Age	< 20 years	7	6.3%
	21–30 years	40	63.7%
	31–40 years	49	29.2%
	> 40 years	1	<1%
Visit Type	Regular	66	72.6%
	Walk-in	31	27.4%

Source: Primary data, 2026

Validity and Reliability

Validity testing confirmed that all 15 items measuring service quality (X1–X15) and all 4 items measuring guest satisfaction (Y1–Y4) had Corrected Item-Total Correlation values exceeding the r-table value of 0.184, indicating all items were valid. Reliability testing showed Cronbach's Alpha

values above 0.60 for both variables, confirming acceptable internal consistency. These results indicate that the research instruments were suitable for further analysis.

Simple Linear Regression Analysis

Simple linear regression was performed to test the effect of Food and Beverage Attendant service quality (X) on guest satisfaction (Y). The regression model is expressed as:

$$Y = a + bX$$

Where Y = Guest Satisfaction, X = Service Quality, a = constant, and b = regression coefficient. The positive value of the regression coefficient (b) confirms a direct positive relationship between service quality and guest satisfaction: as service quality improves, guest satisfaction increases accordingly.

Table 2. Simple Linear Regression Results

Variable	Coefficient (b)	t-value	Sig.
Constant (a)	3.241	—	—
Service Quality (X)	0.412	7.253	0.000***
R ² (Coefficient of Determination)	0.353		

Notes: *** $p < 0.001$; Source: Primary data processed, 2026

Hypothesis Testing (t-test)

The t-test result showed that the calculated t-value was greater than the t-table value at a significance level of $p < 0.05$. Therefore, H_0 is rejected and H_a is accepted, confirming that Food and Beverage Attendant service quality has a significant positive effect on guest satisfaction at Stasionairy Restaurant. This finding is consistent with the theoretical framework established by Parasuraman et al. (1988) and aligns with prior empirical studies in hospitality settings (Izzah, 2019; Aulia & Paninggiran, 2025).

Coefficient of Determination

The R² value indicates that service quality explains a substantial portion of the variance in guest satisfaction. The remaining variance is attributable to factors not examined in this study, such as food quality, restaurant ambiance, pricing, and kitchen operations. These represent opportunities for future research.

Discussion

The findings demonstrate that Food and Beverage Attendant service quality significantly and positively influences guest satisfaction at Stasionairy Restaurant. This result supports the foundational premise of service quality theory: when service delivery meets or exceeds customer expectations, satisfaction increases (Parasuraman et al., 1988; Kotler & Keller, 2019; Oliver, 1997).

Across the five SERVQUAL dimensions, responsiveness and empathy appear most critical in the dining context. Guests expect prompt responses to their requests, willingness to assist, and personalized attention—elements that directly shape their emotional experience. This aligns with

Angely et al. (2019), who found that attentiveness and personal service are key drivers of satisfaction in restaurant settings.

The predominance of regular guests (72.6%) in the sample suggests that Stasionairy Restaurant already enjoys a loyal customer base. However, negative online reviews on Google Maps indicate gaps between the experiences of different guest segments, possibly reflecting inconsistencies in service delivery across shifts or staff members. Consistent implementation of Standard Operating Procedures (SOPs) could help address this variability.

These findings have direct practical relevance. Restaurant management at Union Station Hotel Nashville should prioritize ongoing training for Food and Beverage Attendants, particularly in responsiveness and empathy. The structured training program already in place—which includes sessions on new menus, SOPs, guest communication, and complaint handling—provides a solid foundation. Regular performance evaluations and recognition programs can further motivate staff to deliver consistently high service quality.

From a theoretical standpoint, this study affirms the applicability of the SERVQUAL model to hotel restaurant environments in international contexts, specifically in the United States. It extends prior work in Indonesian hospitality settings (Izzah, 2019; Aulia & Paninggiran, 2025) and contributes to the growing body of research on service quality in hotel food and beverage operations globally.

CONCLUSIONS

This study demonstrates that Food and Beverage Attendant service quality has a significant positive effect on guest satisfaction at Stasionairy Restaurant, Union Station Hotel Nashville. Specifically: (1) the service quality of Food and Beverage Attendants was rated as good by respondents across all five SERVQUAL dimensions; (2) guest satisfaction was high, as evidenced by willingness to revisit and recommend; and (3) simple linear regression confirmed that improvements in service quality lead to statistically significant increases in guest satisfaction.

For hotel management, these findings underscore the strategic importance of investing in Food and Beverage staff training, performance management, and SOP implementation. How guests are treated—especially in terms of responsiveness and empathy—directly determines their satisfaction and loyalty. Management should prioritize: (1) regular and structured training programs for all Food and Beverage Attendants, (2) consistent application of service SOPs across all shifts, (3) prompt and effective complaint handling procedures, and (4) recognition and incentive programs to motivate high service standards.

This study has several limitations. The sample was drawn from a single restaurant in one hotel during a single month (January 2026), which may limit generalizability. Furthermore, the study focused exclusively on service quality as a predictor of guest satisfaction, excluding other potentially relevant variables such as food and beverage quality, pricing, and restaurant atmosphere. Future research should incorporate these additional dimensions and use larger, more diverse samples across multiple venues or time periods to provide a more comprehensive understanding of guest satisfaction determinants in hotel restaurant settings.

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