CHAPTER I

INTRODUCTION

A. Background of Problem

Bandung is one of the tourist destinations in Indonesia visited by both tourists domestic and foreign tourists for vacation and recreation. It is supported by opening the airplane routes from Malaysia and Singapore to Bandung, it hopefully increase local revenues from tourist and trade sectors. The increasing Bandung tourism is indicated by the success of Bandung in winning Indonesia Tourism Award (ITA) 2011 together with other 25 districts (source, Tribun Jabar, 9 December 2011).

Nowadays, business markets and the whole business lines in Indonesia are undergoing metamorphose in line with the developments of economy, technology, and information. Increasing dynamic markets compel businessmen not only to improvise but also to enhance innovations in the market competition that is taking place in the dynamic era currently, therefore thus they have to maintain their existence and keep their customers. Moreover, businessmen begin considering diverse ideas on how to adjust consumers’ desires and their lifestyles and social statuses. Therefore, they emerge a trend that may trigger intense competition, particularly in restaurant sector in Bandung.

Bandung is one of the major cities in Indonesia for businessmen to run any enterprise, as we know, Bandung is one of the convenient cities for those tourists who want to have simply tour, seek sensation of shopping and satisfaction value in fulfilling their primary and secondary needs.
The increasing of tourists who visit Bandung for tourism activities would automatically affect the supporting and connecting components of a tourism activity. This is strengthened by the enactment of Law No. 10 of 2009 on Tourism. The Article 14 paragraph 1 of the Law as follows:

“Tourism businesses include, among others, tourism attractions, foods and beverage services (culinary), accommodation providers, entertainment and recreation activities operators, meeting organizers, intensive travels, conferences and exhibitions, tourism information services, tourism consulting services, tourist guides, and water and spa tourism.”

From the written Law above it can be seen that one of the tourism components is foods and beverages, one of which are related to restaurants.

Restaurant is one of the businesses in foods and beverages providers. It is established for profit and it meets people’s needs of meals and drinks. The definition of restaurant according to John R. Walker and Donald E. Lundberg (2001:190) is: “one of the main ways of fulfilling physical needs, living social life, spending money, learning the world, and doing business. Thus, it is a place of foods and beverages providers, to reach the profit and for the satisfaction of both consumers and the restaurant owners.

Bandung has a beautiful scenery, cool area and it is famous for its natural tourism. Beside that, Bandung is also famous of the culinary art that attract many visitors. Therefore, lots of businessmen open restaurant businesses in Bandung area. The business is considered as profitable. In addition, restaurants offer foods as a primary need of each human. Accordingly, many of entrepreneurs change their business into restaurants. According to data from Republic of Indonesia Ministry of Tourism and Creative Economy, the development of restaurant and cafe businesses in the last several years have been steadily growing. It can be seen on the table on the next page:
### TABLE 1
DEVELOPMENT OF RESTAURANT AND CAFE BUSINESSES

#### 2009 - 2015

<table>
<thead>
<tr>
<th>Year(s)</th>
<th>Quantity</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>1615</td>
<td>-</td>
</tr>
<tr>
<td>2010</td>
<td>2234</td>
<td>38.39%</td>
</tr>
<tr>
<td>2011</td>
<td>2704</td>
<td>20.98%</td>
</tr>
<tr>
<td>2012</td>
<td>2916</td>
<td>7.84%</td>
</tr>
<tr>
<td>2013</td>
<td>3000</td>
<td>0.20%</td>
</tr>
<tr>
<td>2014</td>
<td>3329</td>
<td>4.82%</td>
</tr>
<tr>
<td>2015</td>
<td>3822</td>
<td>7.87%</td>
</tr>
</tbody>
</table>

(Source: [www.BandungTourism.com](http://www.BandungTourism.com) and data in Disbudpar of Bandung City)
There are diverse types of restaurants as seen from their management and serving system. Marsum (1993: 8-11) suggests that restaurants can be distinguished into two types, namely:

- A’la Carte restaurant
- Table D’hote restaurant
- Coffee shop atau Brassiere
- Café
- Canteen
- Continental restaurant
- Carvery
- Dining Room
- Discotheque
- Fish and Chip Shop
- Grill Room
- Inn Tavern
- Night Club / Super Club
- Pizzeria
- Pan Cake House
- Pub
- Snack Bar / Café / Milk bar
- Specially restaurant
- Terrace restaurant
- Gourmet restaurant
- Family type restaurant
- Main Dining room

Each restaurant, small scale and big scale alike, is commonly operated in accordance with its main goal, serving foods and beverages for profits.

Stewart H. Rewoldt(2011 : 02), stated that: ”Personal selling is the second important element, after advertisement, for a restaurant in determining its promotional mix in getting orders. The element is related to face-to-face contact between waiters and waitresses or their representatives and potential buyers. It is for the reason that waiters and waitresses can adjust the potential orders and needs as well as the interests and responses. Therefore, anyone who works in a restaurant should be able to practice personal selling.
The definition of personal selling according to Noersal Samad is: “Kewiraniagaan merupakan kemampuan membujuk, mempengaruhi, meyakinkan atau menggerakkan seseorang untuk berpikir atau bertindak sebagaimana anda harapkan”. Which means: "Entrepreneurship is a capacity of persuading, influencing, assuring, or moving someone to think or act as you expect. Our opinion may be accepted or may be rejected. A capacity of assuring others that your suggestion is appropriate and then accepted is the core of personal selling”. From the description above, it could be said that personal selling activity in a restaurant may influence and assure guests to follow the waiters or waitress suggestions where the guests request their own preferences and ask whether the waiter or waitress may recommend something better. If the waiter or waitress has personal selling then the opportunity to assure and influence the guests is greater and it may have an impact in increasing the restaurant’s profit.

Based on the data that the writer gets, the implementation of personal selling conducted by the waiters at MYMO Restaurant was still inadequate and it caused a failure to meet its monthly sales target. Thus, the problem should be solved.
The sales target of MYMO Restaurant was as follows:

**TABLE 2**

**BREAKDOWN OF SALES TARGET**

(October – December 2015)

- **October 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Target</th>
<th>Realization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekday</td>
<td>10,000,000</td>
<td>6,800,000</td>
</tr>
<tr>
<td>Weekend</td>
<td>15,000,000</td>
<td>8,400,000</td>
</tr>
</tbody>
</table>

- **November 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Target</th>
<th>Realization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekday</td>
<td>10,000,000</td>
<td>7,200,000</td>
</tr>
<tr>
<td>Weekend</td>
<td>15,000,000</td>
<td>8,300,000</td>
</tr>
</tbody>
</table>

- **December 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Target</th>
<th>Realization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekday</td>
<td>10,000,000</td>
<td>7,950,000</td>
</tr>
<tr>
<td>Weekend</td>
<td>15,000,000</td>
<td>8,800,000</td>
</tr>
</tbody>
</table>

Based on the data from the table above, the writer chooses the title of this final paper:

“PERSONAL SELLING AT MYMO RESTAURANT, BANDUNG”.

B. Identification of the Problem

Based on the data, the writer identified some problems, these are:

1. How do F&B service crew persuade guests in implementing MYMO Restaurant’s Personal Selling activity?
2. How do F&B service crew influence guests in implementing MYMO Restaurant’s Personal Selling activity?
3. How do F&B service crew assure guests in implementing MYMO Restaurant’s Personal Selling activity?

C. The Purpose and Objective of Writing

a. Formal Objective

The formal objective of writing this Final Assignment is to fulfill one of the academic requirements in completing the study in Diploma III of Hospitality Department, the Study Program of Food Service at Bandung Tourism College.
b. Operational Objective

1. To analyze the problems occurring at MYMO Restaurant, particularly on employees' Personal Selling skill/capability.

2. To apply the knowledge gained during the study and it is hoped that in the end it may assist MYMO Restaurant as a benchmark in solving their problem.

3. The writer hopes that the present research may provide an input to MYMO Restaurant in general and to knowledge of F&B in particular.

4. The writer is in the genuine hope that the restaurant grows further and its waiters and waitresses have an open mind to enhance their personal selling quality.

5. A concrete proof that the writer proposed is that a restaurant succeed optimally in its operational activities if its waiters’ and waitresses’ personal selling capability may be used as main reference in winning loyal customers.

6. To enhance the awareness of waiters and waitresses to consistently keep their own quality individually in offering sufficient references to guests in choosing their food orders.

7. To convey information about the importance of personal selling capacity, directed to each of the employees, regarding of their position.
D. Research Method and Data Collection Technique

1. Research method

The research method used is a descriptive method, i.e., a research method intended to describe the existing problem. The definition of descriptive method according to Sugiyono in *Business Research Method* (2006:11) is as follows: “Penelitian deskriptif merupakan penelitian yang dilakukan untuk mengetahui nilai variable atau lebih tanpa membuat perbandingan atau menghubungkan dengan variabel yang lain”. Which means: “Descriptive research is one conducted to find out the value of one or more independent variable without comparing with or relating to other variables”.

2. Research Techniques

a. Observation

The writer carries out an observation by doing an observation method through looking at the real situation in order to know factual development. The method is useful in initiating all research activities before being carried out so that the observation could be focused without a mediator and without considering other sources. The data obtained can be processed in a further stage to converse it into an output. The observation can also be useful for the writer in reviewing the factual situation before commencing the research. This method is expressed by Sugiyono (2012:204), that : “Dengan observasi partisipan ini, maka data yang diperoleh akan lebih tajam dan sampai pada mengetahui pada tingkat mana dari setiap perilaku yang terlihat”. Which mean “ With this observation method, the data that collected from overall research can be more factual and can be identified to all grades from each behaviour that has been seen”.

b. Interview

By this method, the writer obtains comments by having direct interview with the source persons, such as managers, heads of divisions, and some employees to get information needed. The instruments or aids needed in conducting an interview are interview guidance, question lists, and checklists. According to Husein Umar (2004:74), “Wawancara adalah teknik pengumpulan data dengan melakukan tanya jawab langsung kepada pimpinan, kepala bagian dan beberapa karyawan untuk mendapatkan informasi”. Which means, interview is the method of collecting the data with several ways, such as asking the direct question and leader statements, department head and some of the employees statements to get the appropriate information.

c. Questionnaire

Questionnaire according to Sugiyono (2012:199), “Kuesioner merupakan teknik pengumpulan data yang dilakukan dengan cara memberikan seperangkat pertanyaan tertulis kepada responden untuk dijawabnya” which means, Questionnaire is a data collection technique conducted by giving a set of written questions to the respondents to answers. The results of questionnaire are then processed by using a Likert scale. Likert scale is used to measure the attitudes, opinions, and perceptions of an individual or a group of individuals on a social phenomenon. Based on the data, the social phenomenon has been determined specifically by the researcher which is then called “research variable”.
d. Library Study

Library study is useful in comparing between the theory and the reality and in searching for additional information and reference on the theories related to the studied problem. Thus, by a library study, the writer could get some references to be used as data that can finally be developed before being concluded. The definition of library study according to Bambang Tri Cahyono (1996: 41), “studi kepustakaan adalah metode penelitian dengan mencari landasan teori dari permasalahan penelitian yang berupa konsep-konsep dan teori-teori yang bersifat umum dan berkaitan dengan permasalahan penelitian yang menunjukkan jalan pemecahan penelitian”, Which means Library study is a scientific research method by searching for theoretical basis of the research problem in form of general concepts and theories and related to the research problem that shows the way of research problem solving.

E. Research Location and Time

1. Location

MYMO Restaurant has 2 branches, namely, at Jl. Tol Baros no. 55B and Jl. Terusan Buah Batu No. 108. The writer carries out a research at Jl. Tol Baros No. 55B.

2. Research Time

The writer carried out the research from 23 February to 30 June 2016.
CHAPTER II

GENERAL REVIEW

A. General Condition

1. Restaurant’s History

MYMO Restaurant is located on Jalan Tol Baros number 55 B, Cimahi. It has the second branches on Jalan Buahbatu number 108. The writer takes the research and observation of this restaurant on Jalan Tol Baros number 55 B, Cimahi. It is located near the gate of Tollbooth of Baros and exactly on the right side of the way. This restaurant provides many kinds of meatballs varieties and also the recommended food namely meatball served with rice lead. This restaurant started to open seven years ago, it developed from small restaurant until it becomes an ala carte restaurant. This restaurant now is already known by the local people and also developing until it can open their own branches.

This restaurant has their main attraction to the guest who comes to this place. It’s because of the varieties of meatball that produced by the restaurant naturally and MYMO Restaurant offers the comfortable place for the customers that comes to this place. In MYMO Restaurant we can order many kinds of meatball, juices that the hygiene and cleanliness is well guaranteed. Beside this restaurant has the legal certification that obviously becomes main attraction for customers, the materials of the food and the meat do not use the dangerous material that can impact the bad effect for body and the health. The materials that as used to fill the meatballs are fish, beef and chicken.
In MYMO Restaurant, there are twenty two meatballs varieties that offers plus beverages choices that contains many kinds of juices and yoghurt. One of the menus that becomes the most favorite and also recommended is meatball served with rice lead. This food also becomes one of unique identities from this restaurant because it is unusual thing that happens obviously in Indonesian cuisine which meatball is served together with rice lead.

The name of MYMO is taken randomly from the owner, it firstly comes up from the owner’s idea that heared the voice of cow which is MOO then it simplifies to MY MOO then it’s abbreviated into MYMO. And until now it becomes MYMO Restaurant. This restaurant has been run for seven years and finally the second branches are open on Terusan Buahbatu street number 108.

2. Location and Restaurant Facilities

a) Location

MYMO Restaurant is located on Jalan Tol Baros number 55 B, Cimahi. It has second branches on Jalan Buahbatu number 108. The writer takes the research and observation of the restaurant in Jalan Tol Baros number 55 B, Cimahi. It is located near the gate of Tollbooth of Baros and exactly placed on the right side of the way.
b) MYMO Restaurant’s Facilities

There are some facilities that provided in MYMO Restaurant used for guests or employees that provided for their secureness and comfortableness. Those facilities are:

- 12 tables for 48 capacities guests
- Playground for kids
- Musholla
- Kitchen outlet
- Bar for providing beverages
- Sink
- Cashier Table
- Toilets for women, gents and employees
- Warehouse
- Administration office
- Parking area

c) Type of guests

MYMO Restaurant can be categorized as a Family Restaurant, so for guests who come in big amount with their own family and there are also group guests who have reserved before or even the guests that come randomly just for having dinner meals in this restaurant.
3. Organization Structure and Personalia

I. Organization Structure

Organization structure is one of the most important things in a corporation because organization is one of the important tools in management function to run the operational to reach the purpose of restaurant and as it is said by Hasibuan (2007:5) that “Organisasi adalah suatu sistem perserikatan formal dari dua orang atau lebih yang bekerja sama untuk mencapai tujuan tertentu”. Which means “Organization is a system formalization from two sides of persons or more to reach the certain purpose”. In making the work procedures smooth, each corporation should have organization structure that synchronize with its restaurant management.

Organization structure is a system that becomes an important tool for management to define between the tasks and responsibility in duties for every part inside the management of the certain organization. Every organization structure has different struture to each other and depends on the scale of a company that has been managed comercially. Organization structure is not only a basic requirement for organization but it should also be understandable by every individual inside of it so they can run the tasks and their responsibilities smoothly. All of the duties in every individual of organization structure is very important for help certain corporation to reach the purpose of their own management. And every single person inside organization should be filled by the competent skills and fit with their abilities.

In common thing, organization structure can be described in a draft that is called organization draft. This organization draft is a formal
organization where it contains duties, responsibilities and also the role for communication to each other. The size of an organization chart is can also be seen based on the scope of the company and activities of a company, success or failure of the company can be seen through teamwork among the employees. In carrying out business activities, MYMO Restaurant has their own organization structure that is adapted based on their needs and facilities that spread in some parts that led by Operational Manager, and the overall employees are 22 persons.

Those organizational parts that exist in MYMO Restaurant run their own operational business and it can be described through the following organizational structure, such as

**STRUCTURE ORGANIZATION MYMO RESTAURANT**

Source: Manager Operational MYMO Restaurant, 2016
II. Personnel

In running the smoothness of operational in a corporation, it’s required human resources that can help the smoothness of a corporation to reach the purpose which has been defined. The parts of the corporation that set human resources is human resources management or known as personnel management. The definition personnel management according to Hasibuan (2001:12), “Lapangan amajemen yang bertalian dengan perencanaan, pengorganisasian, dan pengendalian bermacam-macam fungsi pengadaan, pengembangan, pemeliharaan dan pemanfaatan tenaga kerja sedemikian rupa”. Which means “Management field that related to planning, organizing, and controlling are kinds of procurement function, developing, maintaining and utilization of the labors”. So, that the main purpose of association established is to reach the target efficiently and effectively. The employees serve until the optimal grades and the society is served well.

The above statement stated that every company must set the whole activities by each employees that related inside of it and scientifically defined as personnel management so that every activities and action that taken by every employees in operational still in line with the rules that accepted and be delivered by the personnel as guide in working stuff everyday without exception. So the role of personnel management is very important where the main task is to keep the circumstances in working condition to be conducive and effective as the decision holder in solving every problems that happens in company.

The following table shows the details of the employees in MYMO Restaurant that suitable with the employees in February, 2016.
TABLE 1
POSITION AND NUMBER OF EMPLOYEES
MYMO RESTAURANT
BANDUNG

<table>
<thead>
<tr>
<th>No.</th>
<th>Position</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Owner Restaurant</td>
<td>1</td>
</tr>
<tr>
<td>2.</td>
<td>HRD Manager</td>
<td>1</td>
</tr>
<tr>
<td>3.</td>
<td>Operational Manager</td>
<td>1</td>
</tr>
<tr>
<td>4.</td>
<td>Marketing</td>
<td>1</td>
</tr>
<tr>
<td>5.</td>
<td>Accounting</td>
<td>1</td>
</tr>
<tr>
<td>6.</td>
<td>Chief Kitchen</td>
<td>2</td>
</tr>
<tr>
<td>7.</td>
<td>Crew f&amp;b</td>
<td>6</td>
</tr>
<tr>
<td>8.</td>
<td>Crew kitchen</td>
<td>3</td>
</tr>
<tr>
<td>9.</td>
<td>Purchasing &amp; Warehouse Stock</td>
<td>1</td>
</tr>
<tr>
<td>10.</td>
<td>Cashier</td>
<td>2</td>
</tr>
<tr>
<td>11.</td>
<td>Security</td>
<td>2</td>
</tr>
<tr>
<td>12.</td>
<td>Gardener</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>22</td>
</tr>
</tbody>
</table>

Source: Manager Operational, 2016

The employees of MYMO Restaurant is working with system 6:1, which is 6 days working and 1 day off. For all the employees in every day, use shift that split into two parts, there are:

a. Morning : 09.00am – 5.00pm
b. Afternoon : 3.00pm – 11.00pm
III. The task of F&B service crew

Soekresno (2000:18) in his book “Diktat Tata Hidangan” stated that “Pramusaji adalah karyawan hotel atau restoran yang mempunyai tugas dan tanggung jawab melayani kebutuhan makanan dan minuman bagi para tamu secara profesional, bisa dikatakan mereka adalah ujung tombak usaha karena sangat berperan dalam memberikan kepuasan pada para tamu”. Which means “Waiter or waitresses are the hotel employees or restaurant who have tasks and responsibilities that serves the needs of food and beverages for each guest professionally, it can be defined that they are the spearhead of the company because they contribute in giving the guest satisfaction and indirectly will give the benefit for the company or restaurant, give the information about menu to the guests, offers and sells product to guests, serves food orders and beverage orders to guests. While a waiter or waitresses tasks that related to the personal selling activities are:

a. Give information to the prospective customers and customers
b. Offer products that provided by a restaurant
c. Handle food and beverage orders.

In a restaurant, f&b service crew are such an important part for operational, but it doesn’t mean that other departments are unimportant. Waiters or waitresses are the lifeblood of the restaurant operational and also the central of every information that exists in restaurant and also the first impression giver for the guest whenever they come to the restaurant.

This is in line with the statement that stated by Hasibuan (2000:12),” Karyawan merupakan kekayaan utama dalam suatu perusahaan karena tanpa keikutsertaan mereka, aktivitas perusahaan tidak akan terjadi“. Which means “Employees are the main wealth in corporation, because without their participation, the corporation activities will not happen”.
The tasks of waiter or waitresses are hold the important role in selling product and restaurant services. Therefore, people who are charge in this industry do not only have the tasks to persuade, assure and handle guests but also their skills and knowledge should be improved.

Personal selling is a vital thing in doing the promotion activities which is stated by Johnson in his book *Sales Management* (1994:9), that “Personal selling is a vital ingredient of promotional effort”

As one of the promotional activities, personal selling is the effective way to elaborate the selling stuff and because it’s the communication between seller and buyer or prospective guest in submit the selling order message. As stated by Gross and Peterson (1987:352) that “Personal is very effective because it’s one on one nature, very personal, meaning that message can be tailored to an individual receivers need”

Before discussing more about the capabilities of employees in running the personal selling activities, the writer will show the educational background from each employees to identify the impact of their educational background to their skill in running the personal selling activities.
This following table shows the educational background of all employees.

**TABLE 2**

**THE EDUCATIONAL BACKGROUND OF F&B CREW AT MYMO RESTAURANT**

(\(N = 6\))

<table>
<thead>
<tr>
<th>No.</th>
<th>Last Education</th>
<th>Amount</th>
<th>Percentage(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Bachelor</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2.</td>
<td>Diploma</td>
<td>2</td>
<td>33,34</td>
</tr>
<tr>
<td>3.</td>
<td>Senior High School / Vocational Senior High School</td>
<td>4</td>
<td>66,66</td>
</tr>
<tr>
<td>4.</td>
<td>Junior High School</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5.</td>
<td>Elementary school</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>6</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Human Resource Department of MYMO Restaurant, 2016

In addition, work experience will also impact the personal selling skill of employees in running the personal selling activities. To recognize the experience of their work, it can be seen in this following table.
TABLE 3
WORKING EXPERIENCE OF F&B SERVICE CREW AT MYMO RESTAURANT
(N = 6)

<table>
<thead>
<tr>
<th>No.</th>
<th>Years of service in MYMO Restaurant, Bandung</th>
<th>Quantity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>1-2 years</td>
<td>1</td>
<td>16.66%</td>
</tr>
<tr>
<td>2.</td>
<td>2-3 years</td>
<td>5</td>
<td>83.34%</td>
</tr>
<tr>
<td>3.</td>
<td>3-4 years</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>6</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Human Resources Department of MYMO Restaurant, 2016

B. F&B Service Crew Overview to Persuade Guests in MYMO Restaurant

The meaning of word to persuade itself is an effort to push someone that he or she says are right, or to attract guest’s wants.

The F&B Service Crew could be able to run the personal selling activities need to be support by the skill of being able to submit properly the message of sales and can attract the guests to buy the restaurant product through the utterance or the appearance when people face to face directly or talk directly with guests. If a seller doesn’t have sufficient background education to manage their job, it’s obviously will impact their skill to deliver the sales message and also it will be the same if a seller doesn’t have enough working experience.

The F&B Service Crew in running their tasks for selling food and beverage and serve guest, is expected to be able to run the personal selling activities because the employees are the component who always meet the guests face to face, that’s why they must have good ability in run the personal selling activities.
Personal selling has some characteristic so, that it becomes one of promotional tools which is convincing buyer’s act. According to Philip Kotler (1997:224) in his book marketing management, personal selling if compares with advertisement have three special characteristic, there are:

Personal Confrontation; Personall selling includes the living relationship, direct and interactive between two persons or more. Each side can see needs and characteristic other side more closely and immediately make adjustments.

Development (Cultivation); Personal selling has probabilities that shows various types of relationship start from selling relationship until friendly relationship.

Response; Personal selling makes buyers feel obliged to hear, pay attention and response sales people.

Personal selling according to Djasmin Saladin and Yevis Merti Oesman (1994:195), there are three forms of personal selling, they are:

1. Retail Selling; salespeople make sales by providing service to consument who come to the company or corporation.

2. Field Selling; Salespeople who doing sales outside the company, namely visit consument house to house in corporation, office by office and others.

3. Executive Selling; leader of corporation takes an action as salespeople who doing sales.

Inside the corporation, forms of personal selling sometimes used togetherly and sometimes just use one form only. This thing is adapted with products that offered, target markets, and also corporation skill. But whichever form that chosen, corporation should decide the form that very fit and effective in reaching the target.

As the waiter or waitresses also be expected the soul as a salesmanship that identify all of the things or in other words, have sufficient knowledge and the certain information about product that offered by them. This thing is expressed by Richard Sihite, (2000:142), “Salesman atau keterampilan untuk menjual baik produk barang maupun jasa merupakan suatu aspek terpenting didalam suksesnya suatu usaha pemasaran produk”. Which means, “Salesmanship or the creativity to sells whether product or service is one of the most important thing in case of the succesness of an effort to sells product.”
At the time to persuade guest, the thing that should be concerned by waiter or waitresses is when do the personal selling activity. It is expressed by Richard Sihite (2000:144)：“Pendekatan kepada calon pembeli memerlukan persiapan dan perencanaan yang baik, meliputi dengan mengetahui siapakah calon pembeli kita, apakah kebutuhan/keinginan mereka dan juga yang perlu diperhatikan adalah apakah ada kemungkinan perubahan situasi atas kebutuhan atau produk yang ditawarkan”. Which means："Approach to the prospective guest, needs good preparation and planning includes the objective who our prospective guest is, what their needs are and wants and also need to be concerned, is there any changing possibilities situation before the needs or products that offered”.

In this approach condition as a front liner, waiter or waitresses can give the good first impression to the guest. When customers come to the restaurant, they find out the impression about that restaurant. The first attitude that shows from waiter or waitresses is a warm welcoming and friendly greeting can show that we are ready to give service to those customers.
### TABLE 4

**GUEST RESPONSE TO F&B SERVICE CREW IN ORDER TO PERSUADE GUEST IN MYMO RESTAURANT, BANDUNG**

<table>
<thead>
<tr>
<th>No .</th>
<th>Question</th>
<th>Good (X=3)</th>
<th>Fair (X=2)</th>
<th>Bad (X=1)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>How do f&amp;b service crew recognize the needs and wants of guest?</td>
<td>F: 5</td>
<td>F: 8</td>
<td>F: 20</td>
<td>F: 33</td>
</tr>
<tr>
<td></td>
<td></td>
<td>f.x: 15</td>
<td>f.x: 16</td>
<td>f.x: 20</td>
<td>f.x: 51</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%: 15,2</td>
<td>%: 24,6</td>
<td>%: 60,2</td>
<td>%: 100</td>
</tr>
<tr>
<td>2</td>
<td>How do f&amp;b service crew identify the type of the guests who come to MYMO Restaurant?</td>
<td>7: 21</td>
<td>7: 14</td>
<td>19: 19</td>
<td>33: 54</td>
</tr>
<tr>
<td></td>
<td></td>
<td>24,2: 24,2</td>
<td>24,2: 24,2</td>
<td>52: 52</td>
<td>100: 100</td>
</tr>
<tr>
<td>3.</td>
<td>How do attitude and first impression that gave by f&amp;b service crew</td>
<td>4: 12</td>
<td>15: 30</td>
<td>14: 14</td>
<td>33: 56</td>
</tr>
<tr>
<td></td>
<td></td>
<td>15: 15</td>
<td>15: 45,1</td>
<td>14: 14</td>
<td>100: 100</td>
</tr>
</tbody>
</table>

Source: Questionnaire data process, 2016
Based on the data from questionnaire that writer gets in from the table 4 about guests response to f&b service crew in order to persuade them in MYMO Restaurant, the writer uses Likert Scale to convert the data become more clear.

1. How do f&b service crew know needs and wants of the guest?

From the thing that was observed by writer, from 33 respondents there are 5 respondents that answer good, 8 respondents answer fair, and 20 respondents answer bad.

Score : 3 = Good  
2 = Fair  
1 = Bad

Explanation:

Total Highest Score = 3 x 3 x 33 = 297
Total Lowest Score = 1 x 3 x 33 = 99

Range = Highest Score – Lowest Score = 297 – 99 = 66

Interval Class 3

<table>
<thead>
<tr>
<th>Bad</th>
<th>Fair</th>
<th>Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>99</td>
<td>161</td>
<td>165</td>
</tr>
<tr>
<td>231</td>
<td>297</td>
<td></td>
</tr>
</tbody>
</table>

So, the overall value data acquisition is 161 and it’s in the **bad category** for f&b service crew to know needs and wants of the guest.
2. How do f&b service crew identify the type of the guests who come to MYMO restaurant?

From the overall things that observed by the writer, from 33 respondents there are 7 respondents answered good, 7 respondents answered fair and 19 respondents answered bad.

Score : 3 = Good
        2 = Fair
        1 = Bad

Explanation :

Total Highest Score = 3 x 3 x 33 = 297
Total Lowest Score  = 1 x 3 x 33 = 99

\[
\text{Range} = \text{Highest Score} - \text{Lowest Score} = \frac{297 - 99}{3} = 66
\]

Interval Class 3

So, the overall value data acquisition is 164 and it’s in the bad category for the f&b service crew to identify the type of guests who come to MYMO Restaurant.
3. How do attitude and first impression that gave by f&b service crew?

From 33 respondents there are 4 respondents answered good, 15 respondents answered fair, 14 respondents answered bad.

Score : 3 = Good  
        2 = Fair  
        1 = Bad  

Explanation : 

Total Highest Score = 3 x 3 x 33 = 297  
Total Lowest Score = 1 x 3 x 33 = 99  

Range = $\frac{\text{Highest Score} - \text{Lowest Score}}{\text{Interval Class}} = \frac{297 - 99}{3} = 66$

So, the overall value data acquisition is 166 and it’s in the **fair category** for attitude and first impression waiter when gave the service.
C. The f&b service crew overview to influence the guest in MYMO Restaurant, Bandung

The definition of influence is impacted to the state of mind of a person in workability. Therefore, the behavioural of waitresses are influence the attitude and behaviors of consument and vice versa.

At the time influence guests, the things that need to be concerns by waitresses when do personal selling as disclosed by Richard Sihite, (2000:14) is:

“Penyajian dalam tahap ini seorang karyawan harus sanggup menjual “dirinya” dalam arti mau membantu memuaskan kebutuhan para konsumen. Komunikasi merupakan sarana paling menentukan untuk mengetahui kebutuhan pembeli dengan cara mempunyai tata bahasa yang baik dan tidak berbelit – belit. Juga dapat memberikan ide, saran, manfaat, kelebihan produk (suggestive selling)”. Which means: “Presentation in this phase, a waiter must be able to “sell” himself in sense want to help satisfying needs of the guest. Communication is the most desicive facilities to identify needs of the guest with many kinds of way which includes good language, courtesy, clear/exact and uncomplicated. It also can give ideas, advices, benefits and excess products (suggestive selling)”. In other words, a waiter must be able to sell the products with higher price from other product that was planned will took by the guest. This step more known as up selling. This following table shows the result of questionnaire of waitresses impact guest in MYMO Restaurant, Bandung.
TABEL 5
QUETIONNAIRE RESULTS IN CASE OF F&B SERVICE CREW INFLUENCE
GUEST IN MYMO RESTAURANT, BANDUNG
( n = 33 )

<table>
<thead>
<tr>
<th>No .</th>
<th>Question</th>
<th>Good (X=3)</th>
<th>Fair (X=2)</th>
<th>Bad (X=1)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>How do f&amp;b service crew help meet the needs of the guest?</td>
<td>F</td>
<td>f.x</td>
<td>%</td>
<td>F</td>
</tr>
<tr>
<td></td>
<td></td>
<td>7</td>
<td>21</td>
<td>39,1</td>
<td>5</td>
</tr>
<tr>
<td>2.</td>
<td>Are the f&amp;b service crew can communicated well with guest?</td>
<td>14</td>
<td>42</td>
<td>42,4</td>
<td>9</td>
</tr>
<tr>
<td>3.</td>
<td>How do f&amp;b service crew give alternative advices</td>
<td>7</td>
<td>21</td>
<td>21,2</td>
<td>5</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>28</td>
<td>84</td>
<td>102,7</td>
<td>19</td>
</tr>
</tbody>
</table>

Source: Quetionnaire data process, 2016
1. How do f&b service crew help meet the needs of the guest?

From the overall things that observed by writer, 33 respondents that spread by it’s questionnaire produce 13 respondents answered good, 10 respondents answered fair and 10 respondents answered bad.

Score : 3 = Good  
        2 = Fair  
        1 = Bad

Explanation :

Total Highest Score = 3 x 3 x 33 = 297
Total Lowest Score = 1 x 3 x 33 = 99

Range = Highest Score – Lowest Score = \( \frac{297 - 99}{3} \) = 66

<table>
<thead>
<tr>
<th>Interval Class</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bad</td>
<td></td>
</tr>
<tr>
<td>Fair</td>
<td></td>
</tr>
<tr>
<td>Good</td>
<td></td>
</tr>
</tbody>
</table>

| 99  | 152 | 165 | 231 | 297 |

So, the overall value data acquisition is 152 and it’s in the bad category for waitresses help meets the needs of the guest.
2. Are f&b service crew can communicated well with guest?

From the overall things that observed by the writer, 33 respondents that spread by it’s questionnaire, produce 14 respondents answered good, 9 respondents answered fair, and 10 respondents answered bad.

Score : 3 = Good
        2 = Fair
        1 = Bad

Explanation :

Total Highest Score = 3 x 3 x 33 = 297
Total Lowest Score = 1 x 3 x 33 = 99

\[
\text{Range} = \text{Highest Score} - \text{Lowest Score} = 297 - 99 = 66
\]

Interval Class 3

<table>
<thead>
<tr>
<th>Bad</th>
<th>Fair</th>
<th>Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>99</td>
<td>165</td>
<td>231</td>
</tr>
<tr>
<td></td>
<td>170</td>
<td>297</td>
</tr>
</tbody>
</table>

So, the overall value data acquisition is 170 and it’s in the **fair category** for waitresses to well communicated with guests.

3. How do f&b service crew give alternative advices?

From overall things that observed by writer, 33 respondents that spread by it’s questionnaire produce 7 respondents answered good, 5 respondents answered fair and 21 respondents answered bad.
Score : 3 = Good
2 = Fair
1 = Bad

Explanation :

Total Highest Score = 3 x 3 x 33 = 297
Total Lowest Score = 1 x 3 x 33 = 99

\[
\text{Range} = \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Interval Class}} = \frac{297 - 99}{3} = 66
\]

So, the overall value data acquisition is 52 and it’s in the bad category for f&b service crew to give alternative advices.

D. The F&B Service Crew review to assure guest in MYMO Restaurant Bandung

The definition if assure is to truly reliable and the trust of consument with the quality of product that offered is one of the main key in maintain the loyalty of consument and the right strategy of marketing.

The activity in convince the waitresses after persuade and impact the guest in personal selling according to Richard Sihite, S.Sos in his book Sales and Marketing (2000:144) is :
Selling when the process started from the employees, it should be give the impact to the buyer and give the benefit that the product offered. With the provision of product knowledge and development of communication that run effectively, the prospective buyer be expected become the certain buyer.

In the process of selling often happen that the negotiation or quality or quantity and price, even the demand of the service run better. The experience from the guest from the offers of goods or exact service that will shows the competition between the homonym industry will causes the bargaining.

The denial from prospective buyer should not be seen as threat, but should be reviewed and give the advices or offer the alternative choices or give the better service (suggestive selling). Then as the good waiter or waitresses, it’s a must to be a good listener. This following table shows the result questionnaire of the waitresses to assure consument in MYMO Restaurant Bandung.
TABLE 6
THE RESULTS OF QUESTIONNAIRE AT THE TIME F&B SERVICE CREW ASSURE GUEST IN MYMO RESTAURANT BANDUNG
( n = 33 )

<table>
<thead>
<tr>
<th>No.</th>
<th>Question</th>
<th>Good (X=3)</th>
<th>Fair (X=2)</th>
<th>Bad (X=1)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>f.x: 21</td>
<td>f.x: 14</td>
<td>f.x: 19</td>
<td>f.x: 33</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%: 24,7</td>
<td>%: 24,2</td>
<td>%: 51,1</td>
<td>%: 100</td>
</tr>
<tr>
<td>2.</td>
<td>Which far that f&amp;b service crew can well communicated</td>
<td>6</td>
<td>10</td>
<td>17</td>
<td>33</td>
</tr>
<tr>
<td></td>
<td></td>
<td>18</td>
<td>20</td>
<td>17</td>
<td>55</td>
</tr>
<tr>
<td></td>
<td></td>
<td>18,2</td>
<td>30,3</td>
<td>51,5</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>Which far that f&amp;b service crew can be a good listener</td>
<td>9</td>
<td>11</td>
<td>13</td>
<td>33</td>
</tr>
<tr>
<td></td>
<td></td>
<td>27</td>
<td>22</td>
<td>13</td>
<td>54</td>
</tr>
<tr>
<td></td>
<td></td>
<td>27,3</td>
<td>33,3</td>
<td>39,4</td>
<td>100</td>
</tr>
<tr>
<td>4.</td>
<td>How do f&amp;b service</td>
<td>7</td>
<td>7</td>
<td>19</td>
<td>33</td>
</tr>
<tr>
<td></td>
<td></td>
<td>21</td>
<td>14</td>
<td>19</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td></td>
<td>24,2</td>
<td>24,2</td>
<td>51,6</td>
<td>100</td>
</tr>
</tbody>
</table>
### 5. How do F&B service crew do the administrative action for helps sales?

<p>| | | | | | | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>18</td>
<td>18,2</td>
<td>10</td>
<td>20</td>
<td>32</td>
<td>17</td>
<td>17</td>
<td>49,8</td>
<td>33</td>
<td>55</td>
<td>100</td>
</tr>
</tbody>
</table>

### 6. How do F&B service crew do the product sales and give thanks, etc.

<p>| | | | | | | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>24</td>
<td>24,2</td>
<td>8</td>
<td>16</td>
<td>22</td>
<td>17</td>
<td>17</td>
<td>58,2</td>
<td>33</td>
<td>57</td>
<td>100</td>
</tr>
</tbody>
</table>

### TOTAL

<p>| | | | | | | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>43</td>
<td>126</td>
<td>137</td>
<td>53</td>
<td>99</td>
<td>166</td>
<td>10</td>
<td>10</td>
<td>301,6</td>
<td>231</td>
<td>327</td>
<td>600</td>
</tr>
</tbody>
</table>
1. How do f&b service crew know and understand the menu knowledge?

From the overall things that the writer observed, 33 respondents that spread by it’s questionnaire produce 7 respondents answered good, 7 respondents answered fair and 19 respondents answered bad.

Score : 3 = Good
2 = Fair
1 = Bad

Explanation :

Total Highest Score = 3 x 3 x 33 = 297
Total Lowest Score = 1 x 3 x 33 = 99

\[
\text{Range} = \frac{\text{Highest Score} - \text{Lowest Score}}{} = \frac{297 - 99}{66}
\]

Interval Class

<table>
<thead>
<tr>
<th>Bad</th>
<th>Fair</th>
<th>Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>99</td>
<td>165</td>
<td>174</td>
</tr>
<tr>
<td>231</td>
<td>297</td>
<td></td>
</tr>
</tbody>
</table>

So, the overall value data acquisition is 174 and it’s in the **fair category** for f&b service crew to know and rule the menu knowledge.

2. Which far that f&b service crew can well communicated to the guest?

From the overall things that writer observed, 33 respondents that spread by it’s questionnaire produce 6 respondents answered good, 10 respondents answered bad and 17 respondents answered bad.
Score : 3 = Good  
2 = Fair  
1 = Bad

Explanation :

Total Highest Score = 3 x 3 x 33 = 297
Total Lowest Score = 1 x 3 x 33 = 33

\[
\text{Range} = \text{Highest Score} - \text{Lowest Score} = 297 - 99 = 66
\]

Interval Class 3

So, the overall value data acquisition is 155 and it’s in the **bad category** for waitresses to well communicate with the guest.

3. Which far that f&b service crew can be a good listener ?

So, the overall things that observed by the writer, 33 respondents that spread by it’s questionnaire produce 9 answered good, 11 respondents answered fair and 13 respondents answered bad.

Score : 3 = Good  
2 = Fair  
1 = Bad
Explantion:

Total Highest Score = 3 x 3 x 33 = 297
Total Lowest Score = 1 x 3 x 33 = 99

\[ \text{Range} = \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Interval Class}} = \frac{297 - 99}{3} = 66 \]

<table>
<thead>
<tr>
<th>Interval Class</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>Bad</td>
</tr>
<tr>
<td>Fair</td>
</tr>
<tr>
<td>Good</td>
</tr>
</tbody>
</table>

99  165  172  231  297

So, the overall value data acquisition is 172 and it’s in the **fair category** for waitresses to be a good listener to the guest.

4. How do f&b service crew do the process of sales product to consument?

From the overall thing that the writer observed, 33 respondents that spread by it’s questionnaire produce 7 respondents answered good, 7 respondents answered fair and 19 respondents answered bad.

Score:

- 3 = Good
- 2 = Fair
- 1 = Bad
Explanation :

Total Highest Score = 3 \times 3 \times 33 = 297
Total Lowest Score = 1 \times 3 \times 33 = 99

Range = \text{Highest Score} – \text{Lowest Score} = \frac{297 – 99}{3} = 66

\begin{tabular}{|c|c|c|}
\hline
\text{Interval Class} & \text{Bad} & \text{Fair} & \text{Good} \\
\hline
\text{Score} & 99 & 154 & 165 & 231 & 297 \\
\hline
\end{tabular}

So, the overall value data acquisition is 154 and it’s in the **bad category** for f&b service crew do the process of sales product to customers.

5. **How do f&b service crew do the administrative action for helps sales ?**

From the overall things that observed by the writer, 33 respondents that spread by it’s questionnaire produce 6 respondents answered good, 10 respondents answered fair and 17 respondents answered bad.

Score : 3 = Good  
2 = Fair  
1 = Bad
Explanation:

Total Highest Score = 3 x 3 x 33 = 297
Total Lowest Score = 1 x 3 x 33 = 99

\[
\text{Range} = \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Interval Class}} = \frac{297 - 99}{3} = 66
\]

<table>
<thead>
<tr>
<th>Interval Class</th>
<th>Bad</th>
<th>Fair</th>
<th>Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Range</td>
<td>99</td>
<td>157</td>
<td>165</td>
</tr>
<tr>
<td></td>
<td>231</td>
<td>297</td>
<td></td>
</tr>
</tbody>
</table>

So, the overall value data acquisition is 157 and it’s in the **bad category** for waitresses to do the administrative action for helps sales.

6. How do f&b service crew do the product sales and give thanks, etc?

From the overall things that observed by the writer, 33 respondents that spread by it’s questionnaire produce 8 respondents answered good, 8 respondents answered fair and 17 respondents answered bad.

<table>
<thead>
<tr>
<th>Score</th>
<th>3 = Good</th>
<th>2 = Fair</th>
<th>1 = Bad</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Explanation :

Total Highest Score = 3 \times 3 \times 33 = 297

Total Lowest Score = 1 \times 3 \times 33 = 99

\[ \text{Range} = \text{Highest Score} - \text{Lowest Score} = \frac{297 - 99}{3} = 66 \]

Interval Class

<table>
<thead>
<tr>
<th>Bad</th>
<th>Fair</th>
<th>Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>99</td>
<td>165</td>
<td>177</td>
</tr>
<tr>
<td>231</td>
<td>297</td>
<td></td>
</tr>
</tbody>
</table>

So, the overall value data acquisition is 177 and it’s in the **fair category** for f&b service crew to do the product sales and give tha
CHAPTER III

PROBLEM ANALYSIS

A. The analysis of F&B service crew in persuading guest and implements MYMO Restaurant’s personal selling activity.

These following statements are the explanations from each indicator in questionnaire, they are:

a. How do f&b service crew know and recognized the needs and wants of the consument?

Based on the result from its questionnaire that after converted to its score with the standard that decided, then the overall data which 51 from the total respondents with the amounts of 33 persons. At last, the result can be categorized as bad category with the intensity rate of the employees in know and recognized the needs and wants of the consument.

b. How do the f&b service crew identified the type of the guests that come?

Based on the result from it’s questionnaire that after converted to it’s score with the standard that decided, then the overall data which 54 from the total respondents with the amounts of 33 persons. At last, the result can be categorized as bad category with the intensity rate of the waitresses to identified the type of the guests that come.

c. How do the attitude of the waitresses and their first impression when give the guest services?

Based on the result from it’s questionnaire that after converted to it’s score with the standard that decided, then the overall data which 56 from the total respondents with the amounts of 33 persons. At last, the result can be categorized as fair category with the intensity rate of the attitude of the waitresses and their
first impression when give the guest services in MYMO Restaurant. Sometimes, the employees in this restaurant not completely confident when talks to guests.

The f&b service crew should know and recognize the needs and wants of the guest maximally because the guests should be take care well by the f&b service crew. The f&b service crew should also identify the type of the guest who come to MYMO Restaurant. Then, the attitude and the first impression of the f&b service crew should also increase so the guest can feel satisfy and they want to come back again and become the repeater guest.

B. The analysis of F&b service crew when give the influence to guests in MYMO Restaurant, Bandung.

a. How do f&b service crew helps guest to fulfill their needs?

Based on the result from it’s questionnaire that after converted to it’s score with the standard that decided, then the overall data which 52 from the total respondents with the amounts of 33 persons. At last, the result can be categorized as bad category that the waitresses can helps guests to fulfill their needs.

b. How do f&b service crew be able to communicated well with guest?

Based on the result from it’s questionnaire that after converted to it’s score with the standard that decided, then the overall data which 70 from the total respondents with the amounts of 33 persons. At last, the result can be categorized as fair category that the waitresses be able to well communicated with guest.
c. How do f&b service crew give the alternative order advices?

Based on the result from it’s questionnaire that after converted to it’s score with the standard that decided, then the overall data which 52 from the total respondents with the amounts of 33 persons. At last, the result can be categorized as **bad category** that the waitresses can give the alternative order advices.

The f&b service crew should increase their performance in help guests to fulfill their needs. The f&b service crew should also be able to communicated well with guest. It is very important to be a good officer that can communicated well because it could make the guest feel comfortable and satisfy. The f&b service crew should also give the alternative order advices to assist guest when choose the menu varieties in MYMO Restaurant.

C. **F&B Service Crew analysis when convince the guets in MYMO Restaurant, Bandung.**

a. How do f&b service crew know and rule the menu knowledge?

Based on the result from it’s questionnaire that after converted to it’s score with the standard that decided, then the overall data which 54 from the total respondents with the amounts of 33 persons. At last, the result can be categorized as **bad category** that the waitresses can know and rule the menu knowledge.

b. Which far that f&b service crew can communicated well to the guest?

Based on the result from it’s questionnaire that after converted to it’s score with the standard that decided, then the overall data which 55 from the total respondents with the amounts of 33 persons. At last, the result can be categorized as **bad category** that the waitresses can well communicated to
the guest and handle the aspects that makes consument doubt in case of choose their preferences in MYMO Restaurant.

c. Which far that f&b service crew can be a good listener?

Based on the result from it’s questionnaire that after converted to it’s score with the standard that decided, then the overall data which 62 from the total respondents with the amounts of 33 persons. At last, the result can be categorized as **fair category** that the waitresses can be a good listener and also can convince consument to get their satisfaction and make it as a loyal consument in MYMO Restaurant.

d. How do f&b service crew do the process of sales product to consument?

Based on the result from it’s questionnaire that after converted to it’s score with the standard that decided, then the overall data which 54 from the total respondents with the amounts of 33 persons. At last, the result can be categorized as **bad category** that waitresses can do the process of sales product to consument.

e. How do f&b service crew do the administrative action for helps sales?

Based on the result from it’s questionnaire that after converted to it’s score with the standard that decided, then the overall data which 57 from the total respondents with the amounts of 33 persons. At last, the result can be categorized as **fair category** that waitresses can do the administrative action for helps sales.

f. How do f&b service crew do the product sales?

Based on the result from it’s questionnaire that after converted to it’s score with the standard that decided, then the overall data which 57 from the total
respondents with the amounts of 33 persons. At last, the result can be categorized as **fair category** that waitresses can do the product sales.

The f&b service crew should know the menu knowledge in MYMO Restaurant. It is very important because if the f&b service crew can know each menu in MYMO Restaurant, they will not get confuse when give the guest references in choosing the menu. It also can help the f&b service crew in communicate well with guest. The f&b service crew should also be a good listener to the guest because it could make the guest feel comfortable. The f&b service crew should also be able to do the process of sales product to customers. The f&b service crew should also do the administrative action for helps sales which is very important. The f&b service crew should also do the product sales to improve personal selling activity.
CHAPTER IV
CONCLUSION AND RECOMMENDATION

A. Conclusion

Based on the research that has been done by the writer and after analyzing the Personal Selling in MYMO Restaurant, Bandung, the writer could make the conclusion, such as:

1. The analysis of f&b service crew in persuading guest and implements MYMO Restaurant’s personal selling activity.

   The activities of persuade guest in MYMO Restaurant divided to 1 indicator which is the approach of waitresses to the guest. Based on the appraisal of the correspondent through the questionnaire that spread by the writer, things that should be look and improved are all the subvariable because two of the subvariable get the deficient category and 1 subvariable get sufficient category where the category still needs a lot of things that improved and increased. Meanwhile, the sufficient category is the neutral attitude to the customer, this thing shows the less motivation and stimulation from the management side of MYMO Restaurant in case of push their employees for do the identification of the needs and wants of the guest. This thing is become one of the most important thing that can be the strategy in case of persuade and maintain the consument. And also the knowledge of the employees of MYMO Restaurant are still less.

   It still need the enhancement because wherever the consument is, it can be categorized differently whether it’s person by person or the group in case of handle the guest. Therefore, from the side of MYMO Restaurant need to give training session to all the employees about how to build a good relationship between the employees and consument. On the other side, the thing that causes that they talk unsmoothly is just because they are nervous so the information delivery process become not clear and looks not professional.
From the result of questionnaire, can be seen that the employees of MYMO Restaurant still less in case of talk and communicate with guest.

The employees, obviously the new employees are still need a lot of learning activities to maintain and improve themselves in case of communicate and decide the attitude at the work place because the consument need the clear explanation about the product that they will bought and the good behaviour will expected by the guest when give the service.

2. **The analysis of F&b service crew when give the influence to guests in MYMO Restaurant, Bandung.**

The impacting guest activities in MYMO Restaurant divided to 1 indicator which is the serving action from the f&b service crew to the guest. Based on the appraisal of the correspondent through the questionnaire that spread by the writer, things that should be look and improved are all the subvariable because two of the subvariable get the deficient category and 1 subvariable get sufficient category where the category still needs a lot of things that improved and increased. Meanwhile, the sufficient category is the neutral attitude to the customer and in this case shows the lateness from the employees in understanding the needs and wants of the consument and meanwhile, the guest needs speedity in service, and also the clear communication when give the personal selling activities is one of the most important thing because the information that gave by the waitresses can impact the consument to decide for buy the product or not.

In this case, the employees of MYMO Restaurant can be categorized as sufficient category when give the information and should be increase time after time. This case shows that the consument should be more aware on find many kinds of information through a lot of sources that fit with the needs and wants of the guest.
3. The F&B Service Crew analysis when convince the consument in MYMO Restaurant, Bandung.

The activities of persuade guest in MYMO Restaurant is divided into 3 indicators which are selling, closing the sale and after sales service. According to the appraisal of the correspondent through it’s questionnaire that spread by the writer, the things that should be concern and improve are all the subvariables because 4 subvariables get deficient category and 2 subvariables get sufficient category where the deficient category means that a lot of things should be improve and increase. Meanwhile, the sufficient category is the neutral attitude to the customer and the knowledge of employees about the company product is one of the most important thing where the employees should be able to explain the product to the consument. However, from the table can be seen that the waitresses still have less knowledge about the product that offered. This thing happened because of the management in MYMO Restaurant is still less intensive in give the training session to all the employees. After that, not all the employees fof MYMO Restaurant have strong capability to remembering the products. It still need times for reminding all of the company information. In this phase, it can be seen that the side of MYMO Restaurant is still less for delivery the information and solve the aspects that make consument doubt. The employees should be able to make consument explain the excuses of the doubt that become the reason whether they want to buy the product or not. At last, the management of MYMO Restaurant should be able to make the good planning for give the best service to the consument so they will not forget about this restaurant and will be the loyal consument.
B. Recommendation

From the result of the research and also the analysis that the writer has been done from the previous chapter, then the recommendation that can be the directions are:

- The implementation of Personal Selling should be given technically in knowing the product for increasing sales.
- The employees should give the training session product so they can rule the information about the product that offers. And they can maximally be done in case of impact the consumer in running personal selling activities.
- The employees should give the training in the aspect of behavior and attitude especially when the orientation of the new employees because it can increase the faith of the consumer for having a meal experience in MYMO Restaurant.
ATTACHMENT I

THE LETTER QUESTIONNAIRE FOR GUESTS

Regard,

In case of fulfilling the data that needs for my Final Paper in Bandung Institute of Tourism, Hospitality Department, Study Program Food and Beverages Service Management. The writer wants to spread the questionnaires that the result can be expected to be suggestions for the progress of MYMO Restaurant.

According to the plan, the writer begs you Mr/Mrs to fulfill the questionnaire that I attached with this letter. Every answers given are really meaningful for my research.

I would say thank you very much for your attention and the teamwork and also the time.

Sincerely,

Muhammad Iqbal Diarsyah
Number of Student : 201319245
ATTACHMENT II

GUIDELINES INTERVIEW

Interviewer : Muhammad Iqbal Diarsyah

Hospitality Department, Study Program Food and Beverages Service Management, Bandung Institute of Tourism.

Interviewees : Mr. Yanto as the Operational Manager of MYMO Restaurant, Bandung.

Place of Interview : MYMO Restaurant, Bandung, Jalan Tol Baros number 55 B, Cimahi.

Purpose : To get the information about the Personal Selling activities of the waitresses to the guest and the data in MYMO Restaurant, Bandung to fulfill the data of the writer’s final paper.

Questions : 1. How is the organisation structure of MYMO Restaurant?

2. How many employees work at MYMO Restaurant?

3. How many capacities does MYMO Restaurant’s have for table and other facilities?
4. How is the differentiation about the type of the guest based on the target market of MYMO Restaurant?

5. How many shifts does MYMO Restaurant provide in its operational?

6. How is the educational background of the employees in MYMO Restaurant?

7. How can the history of MYMO Restaurant’s can be built?

8. What is the main description of MYMO Restaurant?

9. How is the educational background of the front office employees in MYMO Restaurant?

10. How is the working experience of the employees in MYMO Restaurant?
ATTACHMENT III

MYMO RESTAURANT'S LOGO
GUEST QUESTIONNAIRE ABOUT PERSONAL SELLING

IN MYMO RESTAURANT

Give the (x) Mark in the boxes that provide for your optional answers.

A. HOW IS THE GUEST RESPONSE ABOUT THE WAITRESSES IN PERSUADING THE GUESTS IN MYMO RESTAURANT

1. How do the waitresses know the guest needs and wants?
   □ Good       □ Fair       □ Bad

2. How do the waitresses know the type of the guest who come?
   □ Good       □ Fair       □ Bad

3. How is the attitude and first impression when the waitresses serve?
   □ Good       □ Fair       □ Bad

B. HOW DO THE WAITRESSES IMPACT THE GUEST IN MYMO RESTAURANT

1. How do the waitresses help guests to fulfill their needs?
   □ Good       □ Fair       □ Bad

2. Can the waitresses can communicate well with the guest?
   □ Good       □ Fair       □ Bad

3. How do the waitresses give the alternative advices for guest’s orders?
   □ Good       □ Fair       □ Bad
C. HOW DO THE WAITRESSES CONVINCE THE GUESTS IN MYMO RESTAURANT

1. How do the waitresses understand the menu knowledge?
   □ Good  □ Fair  □ Bad

2. How can waitresses communicate well to the guest?
   □ Good  □ Fair  □ Bad

3. How can the waitresses be a good listener?
   □ Good  □ Fair  □ Bad

4. How do waitresses do the process of sales product to guest?
   □ Good  □ Fair  □ Bad

5. How do waitresses do the administrative action to help sales?
   □ Good  □ Fair  □ Bad

6. How do waitresses do the product sales?
   □ Good  □ Fair  □ Bad