ABSTRACT

The service quality felt by customers can be demonstrated even from the first time the customer enters the restaurant area. This is the main key for customers to begin to assess whether the service in the destination restaurant is in accordance with service quality standards or not. As the culinary business grows, of course the owners must pay attention to the quality of services so they don't compete. One of the developing culinary restaurants, Noodles X is one of the business people who helped enliven the Indonesian culinary market. The focus of this study is choosing aspects of hospitality, the selection of aspects of hospitality is considered the first communication pattern received by customers, even when entering the restaurant area. The method used in this study is observation. The observation design used is natural setting, participant observation and the method of recording using a rating scale. The choice of using the rating scale method because of the observed behavior, researchers want to know the degree of quality of the behavior itself. Implementation of observations is divided into 30 days, with the calculation of the average results of observations at the weekend and the average observation results on weekday. Based on observations made, it can be concluded that the level of friendliness in the communication practices of restaurant noodle employees is included in the class “very well”. There are interesting findings between the acquisition of friendliness level scores on weekdays and on weekends. The average score obtained from the five highest indicators is on weekends.

Keywords: Communication Practices Of Employees, Friendliness, Service Quality