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MARKETING | RESEARCH ARTICLE

Customer Service Strategies for Building Loyalty and Satisfaction at The Heights Sky Lounge

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Abstract: This research examines the influence of customer service practices on improving visitor loyalty and satisfaction at The Heights Sky Lounge. The study utilizes a qualitative research methodology to investigate the influential aspects of customer experiences. This is achieved via the use of in-depth interviews, focus groups, observational research, and document analysis. The results indicate that providing tailored service, comprehensive staff training, meticulous attention to detail, and strong feedback systems are essential for enhancing customer happiness and cultivating loyalty. Customized interactions and individualized suggestions greatly improve the eating experience, while proficient personnel guarantee constant and top-notch service. The careful consideration of the physical setting and eating mood enhances the whole experience, making it more memorable. Moreover, the proficient use of client input enables ongoing improvement and adjustment to changing tastes. While the present service procedures generally meet consumer expectations, there are areas where improvements may be made in terms of providing consistent customized care and being adaptable to individual demands. This study offers useful insights for improving customer service tactics to enhance loyalty and achieve long-term success in the highly competitive premium dining industry.

Keywords: Customer Loyalty, Personalized Service, Service Quality.

JEL Classification Code: L83, M31, D83

1. INTRODUCTION

The restaurant sector is characterized by intense competition, where aspects such as the quality of cuisine, the atmosphere, and particularly customer service are crucial in deciding the success of a restaurant. At upscale venues such as The Heights Sky Lounge, the need for outstanding service is heightened by the expensive rates and elevated standards set by its customers. Customer service is a crucial factor in distinguishing a restaurant and is necessary for generating a memorable dining experience and justifying the restaurant's premium status (Ahani, 2019). In upscale dining establishments, customer service goes beyond being a mere part of the total experience; it becomes a crucial element in developing and sustaining client loyalty. The Heights Sky Lounge, known for its stunning vistas and exceptional food, places great emphasis on providing exceptional service. Providing individualized care, mindfulness, and a comprehensive comprehension of guest preferences are essential in guaranteeing that every visit feels exceptional and distinct, thus establishing a strong emotional bond with the visitors (Abdullah, 2022).

The concept of customer loyalty in the restaurant industry is multifaceted and significantly influences the long-term profitability of the firm (Octafian et al., 2022). Research has shown that loyalty is mostly impacted by the provision of consistent, high-quality service and personalized experiences. The importance of factors such as service quality, perceived value, and emotional connection in fostering repeat patronage (Annabella, 2022). Providing personalized service, where employees consider the preferences of each customer and offer tailored experiences, leads to higher customer satisfaction and fosters strong emotional connections, ultimately leading to increased customer loyalty. Furthermore, research has shown that the use of effective loyalty programs and



incentives may enhance customer retention by motivating consumers to make repeat visits (Ahn & Seo, 2018). Besides the physical environment, the whole dining experience plays a crucial role in fostering customer loyalty by creating a pleasant and memorable atmosphere. To achieve more customer loyalty, it is important to address issues, improve service quality, and actively respond to consumer feedback (Wijoyo & Putri, 2023). In conclusion, to foster and maintain customer loyalty in the restaurant sector, it is crucial to provide a combination of exceptional service standards, personalization, rewards, and a pleasant dining ambiance.

To strengthen the loyalty of its customers, The Heights Sky Lounge implements several strategic measures, such as providing individualized service, providing extensive training to its employees, and paying close attention to every detail. It is the restaurant's priority to remember the preferences of each patron, to provide suggestions that are specific to their needs, and to guarantee a dining experience that is both smooth and extraordinary. The purpose of these tactics is to create an atmosphere in which visitors feel cherished and appreciated, which is essential for fostering long-term loyalty and promoting return visits (Jawabreh, 2022). When it comes to refining and enhancing customer service initiatives, it is crucial to have an effective methodology for measuring client satisfaction and loyalty. The Heights Sky Lounge collects input via a variety of ways, including but not limited to questionnaires, direct contact with guests, and online evaluations from customers. Performing an analysis of this data enables the restaurant to assess the effect of its service methods, identify areas in which they may be improved, and make choices based on accurate information to improve the overall experience of its customers. To preserve high service standards and adjust to the ever-changing expectations of customers, this constant feedback loop is very necessary.

Several major characteristics that generate customer satisfaction and loyalty are highlighted in the literature, which emphasizes the vital role that customer service plays in the restaurant sector (Akgunduz, 2022). Restaurants must provide exceptional customer service to differentiate themselves in a very competitive market (Nguyen, 2021). The SERVQUAL model identifies key characteristics that affect consumer perceptions, including tangibles, dependability, responsiveness, assurance, and empathy. The dining experience is considerably improved and customer loyalty is fostered via the provision of personalized service, in which employees customize their interactions with guests and remember their preferences (Abdullah, 2022). An efficient staff training program is essential because it provides workers with the knowledge and abilities to manage service situations and maintain high quality. This has a good influence not only on the pleasure of customers but also on the morale of employees. A customer's impressions are further influenced by attention to detail, which includes the physical surroundings and atmosphere, and it also adds to an unforgettable dining experience (Alnawas, 2019). For restaurants to continually develop by addressing the comments of their customers and improving their service techniques, it is necessary to have comprehensive feedback channels. Restaurants can maintain high levels of customer satisfaction and loyalty by aligning their service procedures with the developing expectations of their customers (Cha & Borchgrevink, 2019). This guarantees that restaurants continue to be competitive and responsive to preferences that are always shifting (Aktaş Polat, 2022). When it comes to it, the total performance of The Heights Sky Lounge is significantly influenced by the quality of the customer service that is provided. To achieve important business goals such as increased repeat patronage, good word-of-mouth, and a strong brand reputation, exceptional service not only adds to the enhancement of customer happiness but also significantly contributes to the achievement of these objectives. The Heights Sky Lounge has established itself as a frontrunner in the premium dining industry by placing a high priority on providing exceptional customer service. This action exemplifies how strategic service practices can be the driving force behind long-term success and development in a business that is highly competitive. Due to the highly competitive nature of the high-end eating industry, The Heights Sky Lounge is confronted with the issue of differentiating itself from its competitors by providing great customer service. It is a difficult challenge to ensure that the restaurant's customer service continuously meets or surpasses the high expectations of its audience, even though the restaurant provides premium food and an atmosphere that is unmatched in its quality. The most important challenge is figuring out how to adopt and sustain service plans that not only cater to the immediate requirements of customers but also encourage their continued loyalty and happiness over the long run. To meet the ever-evolving

demands and desires of customers, The Heights Sky Lounge must consistently adjust its approach, despite its strong focus on providing excellent service. This necessitates the use of a systematic methodology to assess and improve service processes with efficiency. The objective is to determine and implement the most efficient customer service tactics that will result in enhanced guest pleasure, greater rates of recurring patronage, and a robust, favorable reputation in the fiercely competitive premium dining industry.

The objective of this research is to examine how The Heights Sky Lounge can improve its customer service practices to increase visitor loyalty and happiness. More precisely, the study aims to address the following inquiries: What are the primary elements that contribute to great customer service at The Heights Sky Lounge? What are the impact of customized service, staff training, and attention to detail on customer satisfaction and loyalty? Moreover, how can the restaurant accurately gauge and modify its service procedures to suit changing client expectations and guarantee long-term commercial success in the fiercely competitive high-end dining industry?

2. RESEARCH METHOD AND MATERIALS

To investigate how The Heights Sky Lounge may enhance its customer service tactics to enhance the level of happiness and loyalty of its guests, a qualitative research strategy was applied, which included numerous other important methodologies. At the beginning of the study, there were in-depth interviews conducted with a wide variety of stakeholders, such as customers, employees of the restaurant, and management. The purpose of these semi-structured interviews was to conduct in-depth investigations on the experiences and perceptions of service that individuals have had at The Heights Sky Lounge respectively. The purpose of the interviews was to get a better knowledge of the relationship between service encounters and the success of customized service, as well as areas in which the service may be improved. During the course of the study, significant characteristics that impact customer happiness and loyalty were identified by collecting thorough input from a variety of viewpoints (Creswell, 2023).

Following the interviews, a sample of frequent customers were invited to participate in focus group discussions that were formed. Participants were able to jointly express their perspectives on what defines outstanding customer service and their experiences at The Heights Sky Lounge via the conversation that took place during these sessions. The purpose of the focus groups was to investigate how aspects of service such as attention, customization, and atmosphere contributed to the overall eating experience of respondents. Through the facilitation of a group discussion, the study was able to reveal common themes and preferences that drive customer happiness and loyalty. This provided the restaurant with significant insights into how it may better satisfy the expectations of its consumers.

The research that was conducted via observation was another essential part of the study. The Heights Sky Lounge was the location where this strategy was used, and it required the systematic observation of interactions between staff and customers at various times and in varied settings. How the personnel provided service, their demeanor, and the answers of the customers were prioritized. Observations helped determine the practical components of service delivery, such as the observance of service protocols, the response to client requests, and the overall implementation of service plans. This data, which was collected in real-time, offered a clear picture of how service practices were applied and brought to light any gaps that existed between the expectations of customers and the actual delivery of services (Marshall et al., 2022). In addition, the examination of pertinent internal resources such as training papers, service manuals, and customer feedback reports was carried out via the process of document analysis. During this investigation, insights were gained into the existing service procedures at The Heights Sky Lounge, as well as how those protocols were created to satisfy the expectations of the customers. Through an analysis of these papers, the study was able to evaluate whether or not the existing service methods were to the demands and preferences of consumers, as well as identify areas in which revisions could be required. The data is subjected to thematic analysis, which is a technique that involves discovering and evaluating reoccurring themes and patterns within the data. This analysis was performed on the data obtained using these approaches. A complete knowledge of the aspects that lead to consumer happiness and loyalty was developed with the

assistance of this study, which helped to consolidate data from interviews, focus groups, observations, and document reviews. The insights that were collected were used to influence the creation of focused service initiatives that were aimed at improving the entire customer experience at The Heights Sky Lounge. This was done to ensure that the restaurant successfully meets and exceeds the expectations of its guests.

3. RESULTS AND DISCUSSION

The results of the study on customer service strategies at The Heights Sky Lounge revealed several key findings regarding how service practices influence customer loyalty and satisfaction.

3.1. Impact of Personalized Service

Both the in-depth interviews and the group discussions brought to light the significant impact that individualized treatment has on the level of satisfaction experienced by customers. It was consistently mentioned by customers that obtaining customized attention, such as having their preferences remembered and given ideas that were suited to their tastes, considerably enhanced their whole dining experience significantly. There was a correlation between personalized attention and a feeling of being appreciated and recognized, which led to increased enjoyment and an increased likelihood of returning.

3.2. Importance of Staff Training

By conducting interviews and doing observational research, we were able to highlight the significant impact that thorough staff training plays in providing great service. Staff members who had received enough training exhibited higher levels of concentration, improved problem-solving abilities, and a more profound comprehension of the restaurant's service procedures. An increase in customer satisfaction and improvement in service delivery were both the results of effective training. In addition, employees who had a sense of self-assurance and showed a high level of expertise were better able to provide a dining experience that was both smooth and pleasurable.

3.3. Attention to Detail

Based on the findings of the survey, it was discovered that clients place a great value on service providers that pay painstaking attention to detail. According to the findings of the observations, the total customer experience was influenced by several factors, including the promptness of service, the quality of table arrangements, and the atmosphere of the restaurant. The guests said that when these particulars were meticulously maintained, it resulted in a dining environment that was more sophisticated and pleasurable, which in turn reinforced their complete contentment and loyalty.

3.4. Effectiveness of Feedback Mechanisms

After analyzing customer feedback and document evaluations, it was determined that The Heights Sky Lounge made excellent use of feedback systems to properly evaluate and enhance the quality of service. The restaurant could identify areas that needed development and make the required modifications thanks to the regular gathering of consumer feedback via surveys and direct remarks collected from customers. This responsiveness to feedback was seen to be an essential component in ensuring that high service standards were maintained and that any problems were resolved promptly.

3.5. Alignment of Service Protocols with Customer Expectations

After conducting a study of the documents, it was discovered that while many of the service practices at The Heights Sky Lounge were in good alignment with the expectations of the customers,

there were still areas for improvement. In general, the existing service practices were able to fulfill the requirements of the customers; nevertheless, some aspects might be improved upon, such as the consistency of customized care and the adaptation of service strategies to the preferences of individual customers. Increasing the frequency of staff training updates and improving customized service techniques were two of the recommendations that were made to better meet the ever-changing demands of customers.

Overall, the findings suggest that The Heights Sky Lounge's emphasis on individualized service, extensive staff education, meticulousness, and successful use of customer feedback greatly leads to elevated levels of customer contentment and allegiance. Implementing the suggested enhancements might further improve the eating experience and bolster the restaurant's competitive standing in the high-end dining industry (Bagyalakshmi, 2024). The survey findings underscore certain crucial elements that impact customer happiness and loyalty at The Heights Sky Lounge. These include the significance of tailored service, staff education, meticulousness, and efficient feedback systems. Personalized service became a crucial factor in visitor satisfaction, as guests appreciated the personalized attention and customized advice they got. This discovery emphasizes the importance of ensuring that visitors feel acknowledged and appreciated, which improves their whole experience and motivates them to come back again. Furthermore, the research demonstrated that thorough staff training is crucial in providing exceptional service. The presence of highly skilled employees, who exhibited superior problem-solving abilities and a thorough comprehension of service procedures, played a crucial role in ensuring a smooth and pleasurable eating experience. This is consistent with the more comprehensive recognition that investing in the development of workers is essential for sustaining service quality.

It was also discovered that paying great attention to the details was an essential component in assuring the satisfaction of the customer (Agyeiwaah et al., 2019). Based on the findings of the observations, it was shown that the visitors' assessments of their dining experience were highly impacted by elements such as the punctuality of the service, the quality of the table arrangements, and the overall environment. An atmosphere of refinement and comfort was created because of the careful treatment of these particulars, which helped to strengthen the restaurant's commitment to providing excellent service. An important finding was the effectiveness of feedback mechanisms, which proved that The Heights Sky Lounge's proactive approach to receiving and addressing customer feedback was essential for continuous development. This was a significant discovery. According to the restaurant's response to the remarks, it was clear that they were committed to exceeding the expectations of their customers and quickly resolving any problems that were raised.

Ultimately, while the alignment of service norms with customer expectations was mostly successful, the analysis pinpointed areas where improvements may be made. Specifically, there was potential for improvement in the uniformity of customized assistance and flexibility in accommodating individual preferences (Ahani, 2019). The Heights Sky Lounge would benefit from more regular staff training and service methods upgrades to better cater to the changing demands of customers. To optimize the dining experience and maintain the restaurant's performance in the highly competitive premium dining industry, it is important to focus on these specific areas. Overall, the research emphasizes the significance of these aspects in attaining elevated levels of customer satisfaction and loyalty and offers significant insights for improving service operations at The Heights Sky Lounge.

4. CONCLUSION

To improve customer happiness and loyalty at The Heights Sky Lounge, the research highlights the critical role that customized service, extensive staff training, attention to detail, and efficient feedback systems have in the process. Personalized service, in which customers are made to feel that they are recognized and cherished interactions that are targeted to their specific needs, makes a substantial contribution to a memorable dining experience and motivates them to return. It is essential to have staff members who have received enough training and are equipped with the knowledge and skills necessary to provide great service to guarantee high service standards and successfully handle the

requirements of customers. The level of attention to detail, which encompasses characteristics such as the promptness of service, the arrangement of tables, and the atmosphere, is an essential component in determining the entire experience that a visitor has. The careful administration of these components results in an ambiance that is both polished and pleasurable, which in turn serves to reaffirm the restaurant's dedication to providing exceptional service. The Heights Sky Lounge's focus on continual development and responsiveness to client input is further shown by the successful use of feedback systems, which ultimately increases both the quality of service and the level of satisfaction experienced by customers. The analysis highlights chances for refinement, notably in the consistency of customized service and responsiveness to individual preferences. Although the alignment of service protocols with customer expectations is mainly successful, the study also identifies potential for improvement of this alignment. Addressing these issues and ensuring that the restaurant continues to meet and surpass the ever-changing requirements of its customers may be accomplished via the implementation of more regular modifications to the training and service techniques of its personnel. In conclusion, the results provide The Heights Sky Lounge with significant insights that can be used to develop its customer service initiatives. This will ensure that the business will continue to be successful and will have an edge over its competitors in the premium dining environment. The restaurant can significantly improve the overall experience of its guests, develop customer loyalty, and continue to uphold its position as a leader in the field of high-end dining if it places special emphasis on these important areas.

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