

ABSTRAK

Penelitian ini bertujuan untuk menganalisis kinerja pelayanan barista, bentuk pengembangan kompetensi yang diterapkan, hambatan dalam pengembangan kompetensi, serta merumuskan program pengembangan kompetensi barista yang efektif di Caffee Arakel Food and Beverage. Penelitian menggunakan metode deskriptif dengan pendekatan kualitatif. Data diperoleh melalui wawancara, observasi, dan dokumentasi dengan informan yang terdiri atas Direktur, Manager, enam orang barista, dan empat orang pelanggan. Analisis data dilakukan menggunakan model Miles dan Huberman yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan, serta didukung aplikasi NVivo 15 untuk proses coding dan visualisasi data. Hasil penelitian menunjukkan bahwa kinerja pelayanan barista secara umum telah berjalan cukup baik, dimana indikator Tangibles (bukti fisik) dan Responsiveness (daya tanggap) menunjukkan kondisi yang relatif baik, sedangkan indikator Reliability (keandalan), Empathy (empati), dan Assurance (jaminan) masih memerlukan peningkatan. Pengembangan kompetensi barista dilakukan melalui on the job training, coaching dan pendampingan, briefing dan arahan kerja, self development, serta evaluasi kompetensi. Hambatan yang ditemukan meliputi keterbatasan pelatihan yang rutin dan terstruktur, keterbatasan waktu akibat padatnya operasional kafe, perbedaan pengalaman dan kemampuan antar barista, keterbatasan fasilitas kerja, serta hambatan pembelajaran saat kondisi ramai. Berdasarkan hasil penelitian, program pengembangan kompetensi yang efektif meliputi penguatan on the job training, coaching dan pendampingan, serta self development yang difokuskan pada peningkatan aspek assurance, empathy, dan reliability guna mendukung peningkatan kualitas pelayanan pelanggan di Caffee Arakel Food and Beverage.

Kata Kunci: Kinerja Pelayanan, Pengembangan Kompetensi, Barista, Kualitas Pelayanan, NVivo 15.

ABSTRACT

This study aims to analyze barista service performance, identify the competency development practices implemented, examine the obstacles to competency development, and formulate an effective competency development program for baristas at Caffee Arakel Food and Beverage. This study employed a descriptive qualitative approach. Data were collected through interviews, observations, and documentation involving the Director, Manager, six baristas, and four customers as research informants. Data analysis was conducted using the Miles and Huberman model, which includes data reduction, data display, and conclusion drawing, supported by NVivo 15 software for coding and data visualization. The results indicate that the overall service performance of baristas at Caffee Arakel Food and Beverage is relatively good. The Tangibles and Responsiveness dimensions demonstrate satisfactory performance, while the Reliability, Empathy, and Assurance dimensions still require improvement. Competency development is carried out through on-the-job training, coaching and mentoring, work briefings and guidance, self-development, and competency evaluation. The main obstacles identified include the lack of regular and structured training programs, limited time due to intensive café operations, differences in experience and abilities among baristas, limited work facilities, and learning difficulties during peak operating hours. Based on these findings, effective competency development programs should focus on strengthening on-the-job training, coaching and mentoring, and self-development activities aimed at improving the assurance, empathy, and reliability dimensions to enhance customer service quality at Caffee Arakel Food and Beverage.

Keywords: Service Performance, Competency Development, Barista, Service Quality, NVivo 15.