

## **ABSTRACT**

*This study aims to examine and analyze the quality of service provided by the Food and Beverage Service at Swiss-Belhotel Cirebon, as well as to identify its influence on guest satisfaction and the obstacles encountered during its implementation. A quantitative approach was used, with data collected through questionnaires distributed to restaurant guests. The results of the study indicate that, in general, the quality of service is rated as very good, particularly in the tangibles and assurance dimensions, which include cleanliness, restaurant layout, and staff appearance and professionalism. However, some dimensions such as reliability, responsiveness, and empathy still received uncertain ratings from guests. The quality of service provided has been proven to have a positive effect on guest satisfaction, where timely and expected service increases the likelihood of guest return. Service obstacles include staff readiness during peak hours, order inaccuracies, and a lack of empathy. Management has undertaken several improvement efforts, such as regular training and staff performance evaluations. Thus, high service quality can significantly enhance guest satisfaction, although improvements are still needed in certain aspects.*

**Keywords:** Service Quality, Guest Satisfaction, Food and Beverage

Service, Hotel