

SERVICE QUALITY OF WAITERS/ESS WITH DEAF DISABILITIES AT BURGER KING, SUNSET ROAD KUTA, BADUNG, BALI

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Abstract

Burger King Sunset Road Kuta, Badung ⁴ one fast food restaurant in Bali where most of the employees are deaf disabled. Persons with disabilities have the right and opportunity to work or contribute. Their way of communicating is also very un²³ue because it uses sign language. ⁹

This study aims to determine the level of consumer satisfaction with the quality of service provided by waiters ⁵²ith deaf disabilities at the Burger King Sunset Road Kuta restaurant, Badung. Data was obtained through the distribution of questionnaires to consumers totaling 100 res⁹pondents.

This study concluded that in general, the quality of service provided by waiters with deaf disabilities to consumers received an average good rating. This study also recommends that Burger King Sunset Road Kuta provide writing aids in the form of paper and pen so that it can facilitate communication between consumers and waiters at the time of ordering and if there are consumers who want to know more about the products sold.

The implications of this research are expected that Burger King can be an inspiration for other fast food restaurants, especially national and local chain fast food restaurants to participate in hiring people with disabilities.

Keywords: Disabled waiter/ess, fast food restaurant, service quality.

1.1 Research Background

Currently many people like fast food because of the fast food cooking process, the service provided is also fast so that it is considered more practical and satisfying. The place that sells fast food is a fast food restaurant. One of the fast food restaurants is Burger King which is a franchise restaurant engaged in selling fast food at affordable prices and good food quality.

On average, there are more than 11 million visitors to Burger King restaurants around the world every d²⁴ Burger King customers love the products and services provided because the restaurant is known for serving high-quality, tasty, and reasonably priced food. Today, Burger King founded in 1954 is one of the largest fast food restaurants in the world.

Currently there are eight Burger King branches in Bali, spread across locations, namely at Beach Walk Legian, Sunset Point Legian, Level 21 Legian, Sunset Road Kuta, Teuku Umar Denpasar, Jimbaran Sidewalk, Sesean Denpasar and in Gatot Subroto (Gatsu) West Denpasar.

Burger King Sunset Road, Kuta is located on Jl. Sunset Road, Seminyak, Bali, Badung Regency, open from 08.00 Wita to 22.00 Wita. This restaurant currently has a staff of 29 people consisting of one Area Manager, one Store Manager, one Assistant Manager 2, three Assistant Manager 3, one Crew Leader, two Fulltime Crew and twenty Parttime Crew. There is a difference between Burger King Sunset Road and other fast food restaurants, because in general a restaurant will hire someone who does not have a disability or physical limitation. Especially for employees who are tasked with serving consumers, namely waiters.

Burger King Sunset Road employs someone who has hearing and speech impairments (Deaf) as its waitress. There are 22 Deaf waitresses employed by Burger King Sunset Road, there are no special requirements in their recruitment as employees at Burger King Sunset Road, but it requires people with disabilities who have a high desire to learn, discipline, and good command of language. Simply with basic training in job skills as provided in extraordinary schools in the past, you can qualify to work in this restaurant. Later this restaurant will adapt to the sign language they use. According to Assistant Manager III of Burger King Sunset Road, Kuta, Mr. Putu Agus Sudiamawan said the reason Burger King Sunset Road employs employees with disabilities is because there are many skewed assumptions about people with disabilities who work in the field of hospitality services. Employees with disabilities are feared to burden the company and are considered incompetent in doing work. Furthermore, Mr. Putu Agus Sudiamawan stated that Burger King Restaurant will be ready to accommodate those who have physical limitations or disabilities to realize their dreams of becoming independent people and can even contribute to their families and communities.

In everyday life, a person with deafness relies on sign language to convey something they want to talk about. Not everyone understands sign language, which makes the interaction of someone with deaf people limited. Based on observations, it can be seen that the services provided by deaf waiters to consumers during the food and beverage ordering process often experience communication problems between consumers and waiters with deaf disabilities. This obstacle occurs due to differences in the way of communication used by waiters with consumers. These obstacles cause operations when ordering food and beverages take a little longer which has an impact on piling up queues among consumers. Not only that, this difference in the way of communication will also cause misunderstandings between waiters and consumers that can affect consumer assessment of the service received.

Customer satisfaction is the most influential element on the success of a restaurant business. In order to survive and develop, restaurants must be able to make their customers feel at home and return to feel the services provided in the future. One way is to provide services that match or even exceed consumer expectations. Service quality is a form of consumer assessment of the level of service received with the expected level of service (Kotler in Silvana, 2020: 12). Satisfying consumers is the goal of every restaurant because when consumers feel satisfied with the service provided, the restaurant indirectly gets a positive response from consumers. Therefore, deaf waiters are required to provide quality service in accordance with expectations.

Based on the management policy of Burger King Sunset Road, Kuta which employs employees with deaf disabilities as waiters, this study tries to analyze the assessment of consumers on the quality of service for waiters with deaf disabilities at Burger King, Sunset Road Kuta Badung.

1.2 Research Question

Based on this background, the research questions in this study are: "How do consumers assess the quality of service for waiters with deaf disabilities at Burger King, Sunset Road Kuta Badung"

2.1 Literature Review

People are becoming more inclusive and accepting toward PwDs employed in front-line positions because PwDs are considered as reliable and professional as employees without disabilities. The findings provide evidence to human resource management in strategically placing PwDs into front-line positions because they satisfactorily represent the image of the company and guests consider their service professional and reliable (Kalargyrou et al, 2018).

Research has shown people with disabilities (PwDs) are twice as likely to be unemployed than people without disabilities (Kalargyrou, 2014), and the income of households containing PwDs is less than households which do not include them (Harkin, 2014). Meanwhile, consumers are more favorable toward companies that hire PwDs (Siperstein et al., 2006). Therefore, for hotels, hiring employees with disabilities is an initiative that not only helps build a positive image for the company, but also reduces PwDs' unemployment rate.

Qualitative research has suggested that hospitality managers and employers often have concerns about the capability of people with disabilities to execute the essential functions of their jobs (Bruyere et al., Gröschl, Houtenville & Kalargyrou, in Kalargyrou et al.: 2018). For example, through qualitative interviews, Gröschl (2007) found that managers and employers have concerns that people with disabilities may lack certain knowledge, skills, or abilities that are important for the hospitality industry. Hospitality managers and employers also report concerns about the costs of accommodating people with disabilities and the costs of potential workplace injuries (Houtenville & Kalargyrou, 2012).

Even though employers demonstrated positive attitudes toward disability, they are still discriminating in their hiring processes (Burke, et al., 2013), as past research indicated that managers and employees composed mostly negative perceptions toward hiring PwDs (Hui, et al., 2020). Moreover, the literature found that disability type played an integral factor in the discrimination process toward hiring PwDs (Bjornshagen & Ugreninov, 2021), that their attitudes are influenced by the type of disability an employee suffers, and that some jobs would be more appropriate than others for different types of disabilities (Nota, et al., 2013). However, employers who experienced disability inclusion in their workplaces admit that hiring people with a disability had an overall positive influence on their businesses (Piramyagam & Seal, 2021).

Enabling people with disabilities (PwDs) to participate in the labor force will reduce poverty; this is because PwDs will become less of a financial burden on their families, and as a result, they will be able to participate as actively in society as any other individual (Awad, et al., 2023). It should also encourage entrepreneurs to hire PwDs and give them equal opportunities.

Recruiting PwDs can boost the number of loyal consumers, which will have a positive effect on cash flow and financial success (Awad et al., 2023). In addition, the outcomes indicated that three dependent variables (quality, loyalty, and brand image) were positively affected by a direct impact when being served by a person with a disability. The relationship of receiving a service from a staff member with a disability positively affected brand image. Hiring people with a disability can improve a company's ethical value (Awad, et al., 2023).

Customers do evaluate hospitality employees with disabilities lower than employees without disabilities and customers are more likely to evaluate hospitality employees with disabilities lower than employees without disabilities in the presence of a service failure (Madera et al., 2019). On the other hand, hiring people with a disability will

reinforce customers' loyalty to the brand. Additionally, hiring people with a disability has a positive effect on perceived quality (Awad et al, 2023).

2.2 People with Disabilities (PwD's).

People with disabilities are people who have mental and/or physical disorders, which can be obstacles and obstacles for them to carry out activities properly (Wibawa & Idiasuti, 2020: 7), while Law number 8 of 2016 (in Setiawati & Agustini, 2021: 83) states that people with disabilities are everyone who has physical, intellectual, mental or sensory limitations for a long period of time which in interacting with the environment experiences obstacles to participate fully with other communities based equal rights. On the other hand, Sembiring & Nurmansyah (2021: 53) stated that people with disabilities are all people who experience long-term disorders or abnormalities in the functioning of physical, intellectual, and mental organs, causing obstacles in the social environment.

People with disabilities or called disabled are people who have different abilities so it is not uncommon for a disabled person to be underestimated because of his limitations. Limitations are not things that can be used as a benchmark in assessing one's perfection, because everyone has the same rights in living their lives and socializing with their environment. The Americans with Disabilities Act (ADA) defines disability as a person who has a physical or mental impairment that substantially limits one or more major life activities, a person who has a history or record of such an impairment, or a person who is perceived by others as having such an impairment. (United States Department of Justice, 2009). There are a variety of types of disabilities that can lead to discrimination, varying from visible to invisible types of disabilities (Vornholt et al., 2018).

The types of people with disabilities according to Syamsiyah, Ali, & Susilo (2018: 16-17) taken from Law Number 8 of 2016 in Article 4 Paragraph (1) as follows: 1. People with physical disabilities are people who have impairment of function of movement such as amputations, paralysis, withers, and small people. 2. People with intellectual disabilities are people who are disturbed in their way of thinking because they have a low level of intelligence such as delays in learning, and Down syndrome. 3. People with mental disabilities are people who have disorders in terms of emotions, and behavior such as the first psychosocial including depression, bipolar, personality disorders. Both developmental disabilities that affect a person in interacting with social environments such as autism, a hyperactivity. 4. People with sensory disabilities is a person who has a disorder in one of the five senses possessed such as visual disability, hearing disability, and/or speech disability.

2.3 Employees with Disabilities

Siperstein et al. (2006) evaluated consumer attitudes toward companies that hire PwDs and found that 75 per cent of the respondents had direct experience with disabilities in the workplace, 95 per cent were more favorable toward companies hiring PwDs and 87 per cent would rather patronize a company that hires people with a disability. In 2007, a watershed study in Canada reported 87 per cent of the participants believed hiring PwDs would not negatively affect the image of a company, with 65 per cent stating hiring adults with intellectual disabilities did not present safety or productivity issues (Burge et al., 2007). Kuo and Kalargyrou (2014) examined consumers' purchase intention for a restaurant employing a significant amount of service staff with disabilities and found that consumers demonstrated higher purchase intention in a family/ friends dining occasion than in a romantic or business occasion.

Although research shows that disabilities evoke certain positive responses, such as empathy, and stereotypes of being friendly and warm (Vornholt et al., 2018), people with disabilities are also often avoided by others and frequently perceived as less desirable for employment than individuals without disabilities (Colella & King, 2018). A variety of negative stereotypes is commonly attributed to employees with disabilities, however, the

most common stereotype is that employees with disabilities are less competent than those without disabilities (Rohmer & Louvet, 2018). Research shows that social judgments of people with disabilities run along two dimensions of warmth and competency, but in the context of employment, judgments are highly related to competence (Louvet, Rohmer, & Dubois, 2009).

Louvet (2007) found employees with disabilities were rated less competent than employees without disabilities for jobs that involved customer and interpersonal contact. This effect was stronger for visible disabilities (e.g., employee who uses a wheelchair) and was attributed to the fear of evoking anxiety, discomfort, and social avoidance in potential customers. Similarly, Lyons et al. (2016) found that employees with visible disabilities were rated as less competent for jobs requiring high interpersonal contact with customers. Gröschl (2007) found that managers and employers have concerns that people with disabilities may lack certain knowledge, skills, or abilities that are important for the hospitality industry. Hospitality managers and employers also report concerns about the costs of accommodating people with disabilities and the costs of potential workplace injuries (Houtenville & Kalargyrou, 2012). 92% of the consumers felt more favorable toward companies that hire individuals with disabilities, and 87% agreed that they would prefer to give their business to organizations that hire PwDs (Siperstein et al., 2006).

People with disabilities are part of society that has equal rights and opportunities in all areas of life, including in the world of work. In Indonesia there are laws and regulations that guarantee opportunities that can be filled by people with disabilities in the world of work, namely:

1. Undang-Undang Nomor 13 Tahun 2003 (Law Number 13 of 2003) concern Manpower clearly guarantees opportunities and treatment without discrimination for persons with disabilities to obtain employment.
2. Pasal 19 Undang-Undang Ketenagakerjaan (Article 19 of the Manpower Law) also facilitates the provision of job training for workers with disabilities which is carried out by taking into account the type, degree of disability, and ability of workers with disabilities. With the existence of this Manpower Law, it can be used as an opportunity for people with disabilities to fill the labor field.
3. Undang-Undang Nomor 8 Tahun 2016 tentang Penyandang Disabilitas (Law Number 8 of 2016 concerning Persons with Disabilities) guarantees decent work rights for persons with disabilities such as requiring the government, local governments, SOEs, and SOEs to employ at least 2% of persons with disabilities from the total number of employees and private companies are required to employ at least 1% of persons with disabilities from the number of existing employees. The wages and facilities received must be the same as other workers if they violate the provisions of the Law, there is a maximum criminal threat of 6 months or a fine of 200 million Rupiah.

There are several challenges that must be faced by people with disabilities in fulfilling the right to get decent work, including:

1. There is a view that views that people with disabilities cannot be productive, both socially and economically because of their limitations. This has an influence on the employee recruitment process both in government agencies and private companies because it relates to the company's ability to manage employees with various uniqueness related to different ways of working and ways of communication.
2. There are still many company equipment facilities that are not yet supportive for people with disabilities. To facilitate people with disabilities, companies need to build special facilities that require greater costs that must be incurred by the company. This is often a consideration for companies to reject employees with disabilities because there are still many people who cannot act objectively in addressing differences. Including in terms of job promotion and increasing employee salaries in a company will be difficult, where the competency and quality factors possessed by people with disabilities are

- obstacles that usually arise when job promotion.
3. There is still lack of supervision related to company compliance in providing job opportunities for people with disabilities so this is one of the reasons why there are still many people with disabilities who are unemployed.

2.4 Service Quality

Service quality is how far the difference between the expectation and reality of customers for the service they receive (Lupiyoadi in Indrasari, 2019: 62). Service quality is an attitude from the results of comparing the expectations of customer service quality with company performance felt by consumers (Usmara in Pattaray 2021: 11). A quality is said to be good if the service provider provides services that are in accordance with consumer expectations. Thus, achieving customer satisfaction requires equality between needs and desires with what is given. It can be concluded that service quality is something related to providing services in accordance with customer expectations so as to cause good opinions and views about the services provided for the success of a service company.

Service quality is formed through four pillars including: the speed of food and beverage service that must be served in accordance with the standard time of preparing and distributing; accuracy of orders in accordance with the needs, expectations of guests and specified service standards; friendliness such as politeness, smile, language and proficiency of a waitress; service convenience as an impact felt from the interaction between service providers and consumers pillars (Tjiptono and Chandra in Pertiwi, 2020:61)

2.5 Consumer Satisfaction

Consumer satisfaction is the level of a person's feelings after comparing the performance of the product he feels with his expectations (Indrasari, 2019: 87). Satisfaction is achieved when quality meets and exceeds consumer expectations, wants and needs. Conversely, if quality does not meet and exceed consumer expectations, wants and needs, satisfaction is not achieved (Indrasari, 2019: 87). Consumers who are dissatisfied with the goods or services they consume will indirectly look for other companies that able to provide their needs. Meanwhile, according to Trimurti & Utama (2020: 23-24), customer satisfaction is an assessment of customers on the use of goods or services based on expectations and reality. Consumer satisfaction is an assessment given by consumers on services and products received for the costs incurred by consumers in consuming these products and services. There are four methods in measuring customer satisfaction, including: complaint and suggestion system; ghost shopping; lost customer analysis; and customer satisfaction surveys (Kotler in Indrasari, 2019: 88-90).

Satisfied consumers will show the following characteristics: loyal to the product; the presence of positive word-of-mouth communication; companies are the main consideration when buying other brands (Kotler in Lamanuk & Ferrinadewi (2020: 5).

Customer satisfaction is a feeling aimed at the performance of the selected products received and expected (Schiffman & Kanuk in Indrasari (2019: 84). Thus the quality of service is closely related to customer satisfaction, because the quality of service can create bonds with the company through satisfied consumers. Consumer satisfaction provides many benefits for the company. It is more profitable to retain loyal customers than to constantly attract new customers to replace lost customers. Highly satisfied consumers will spread positive word of mouth stories and will become a walking and talking advertisement for the company, thus lowering the cost of attracting new customers (Schiffman & Kanuk in Indrasari, 2019: 85).

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3. Research Methodology

This research is a qualitative research that collects data using four instruments, namely interviews, questionnaires, observations and documentation. The analysis method used is a descriptive statistical method, which is statistics used to analyze data by describing the data that has been collected as it is without intending to make conclusions that apply to

the general Sugiyono (2018: 238). The way to use this technique is to analyze the data collected and then perform calculations using numbers in reviewing the problems found. After that, the average value (mean) approach is carried out on the assessment score of responses from the phenomenon under study.

The feasible sample size in the study was between 30 to 500 Roscoe samples in Sugiyono (2018: 164). In sample measurement, the thing that greatly affects is the permissible error tolerance. This study used the Slovin formula with an error tolerance rate of 10%. With the total study population obtained from the total number of customer visits for a year in 2021 of three thousand (3000) visitors, a sample of 96.8 (rounded to 100 respondents) was obtained. This research was conducted from April to July 2022. The range of respondents' scoring in the questionnaire uses the Likert scale with five choices. The Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiyono (2018: 168). The respondents' answers were then averaged with five levels of criteria, namely: very good, good, ordinary, bad, and very bad.

This study discusses consumer assessment of the quality of service for waiters with sensory disabilities deaf/deaf by calculating the average or means on each indicator. Burger King Sunset Road, Kuta, Badung has a strong social concept to employ employees with disabilities in its company, including waiters with hearing disabilities. People with deaf disabilities have speech and listening barriers. Service quality indicators in research using Tangkilisan opinions (in Harahap: 2021) which state the dimensions and indicators of service quality consist of:

- a. Physical appearance (Tangible), namely the quality of service in the form of physical facilities, including: suitability of restaurant facilities with consumer needs, the appearance of waiters, cleanliness and comfort of restaurant facilities.
- b. Reliability, which is providing reliable services, including: reliable information provided, accuracy in receiving information, clarity in providing information.
- c. Responsiveness, namely services that are responsive in handling consumer complaints and requests, such as: ability to meet consumer demand, speed in handling errors when taking orders, alacrity in handling complaints.
- d. Courtesy, namely the attitude of waiters in providing services to consumers such as: waiter ethics in welcoming consumers, hospitality to consumers, politeness in providing service.
- e. Access, which is a service that can facilitate consumer needs, such as: ease of getting product information from the waiter, ease of ordering menus with the waiter, ease of contacting the waiter.

4. Results and Discussion

4.1 Characteristics of waiters with deaf disabilities at Burger King Sunset Road Kuta, Badung.

There are 22 deaf waiters/ess employed at Burger King. The following table 4.1 describes the characteristics of waiters/ess.

Table 4.1
Characteristics of Waiters/ess Based on Gender, Age, and Recent Education

	Variables	Description	Total (%)
1	Gender	Male	11 (50%)
		Female	11 (50%)
2	Age	20-25	16 (72,7%)
		26-32	6 (27,3 %)
3	Education	Special schools for the disabled	22 (100%)

Source: Burger King, Sunset Road Kuta, Badung (2022).

Based on the explanation in Table 4.1, 56 can be seen that 22 waiters with disabilities are graduates of special schools for people with disabilities. In terms of age, the majority of waiters with deaf disabilities are aged between 20 to 25 years (72.7%) while the rest are aged 26 to 32 years (27.3%). In terms of gender, the number of female waiters is the same as male waiters, which is 50% each.

4.2 Characteristics of Respondents

Table 4.2 sets out the characteristics of respondents by gender, age and occupation.

Table 4.2
Characteristics of Respondents Based on Gender, Age, and Occupation

	Variables	Description	Total	%
1	Gender	Male	44	44%
		Female	56	56%
2	Age	16-20	16	16%
		21-24	66	66%
		25-28	18	18%
3	Occupation	Student	61	61%
		Barista	6	6%
		Business entrepreneur	3	3%
		Employee	17	17%
		Freelancer	1	1%
		Photographer	1	1%
		Human Resources Manager	1	1%
		Asistant manager	1	1%
		Online motorcycle taxi	1	1%
		Cook	1	1%
		Model	3	3%
		Editor	2	2%
Content creator	2	2%		

Sources: Burger King, Sunset Road Kuta, Badung (2022)

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Based on the exposure of data in Table 4.2, it can be seen that in terms of gender, the number of female respondents (56%) is more than male respondents (44%). In terms of age, the majority of respondents were aged between 21 to 24 years. In terms of work, the majority of respondents are students, amounting to 61% of the total number of respondents. In second, third and fourth place, respectively, are those who work as private employees at 17%, baristas at 6%, models at 3% and the rest come from various other professions.

4.3 Consumer Assessment of Service Quality of Deaf Disabled Waiters at Burger King, Sunset Road Kuta Badung

Table 4.3 below presents the tabulated results of a research questionnaire on consumer assessment of the quality of service for waiters with deaf disabilities.

Table 4.3

Consumer Assessment of the Service Quality of Deaf Disabled Waiter/ess at Burger King, Sunset Road Kuta, Badung

No	Service Quality Dimensions and Indicators	Score					Total
		VB	B	A	G	VG	
1	Physical appearance (Tangible)						
	a. Restaurant facilities provided according to consumer needs	0	2	13	47	38	100
	b. Clean and tidy appearance of the waiter	1	0	11	45	43	100
	c. Cleanliness and comfort of restaurant facilities	14	16	23	24	23	100
2	Reliability						
	a. The information provided by the waiter to consumers is true and can be accounted for	5	10	37	21	27	100
	b. Accuracy of waiters in receiving order information	19	15	22	26	18	100
	c. Clarity of information provided by waiters to consumers	23	4	20	30	23	100
3	Responsiveness						
	a. The ability of waiters to meet consumer demand	1	2	27	41	29	100
	b. Responsiveness of waiters in handling if something goes wrong in taking orders	0	3	24	35	38	100
	c. Waitress' alacrity in handling complaints	1	3	27	43	26	100
4	Courtesy						
	a. Waiter etiquette in welcoming consumers	1	0	17	41	41	100
	b. The friendly attitude of the waiter to consumers	1	0	9	48	42	100
	c. Courtesy of waiters in providing service	1	1	20	39	39	100
5	Access						
	a. Ease of getting product information from waiters	14	12	26	23	25	100
	b. Ease in ordering food and beverage products to waiters	3	23	36	16	22	100
	c. Ease of contacting the waiter	1	3	30	33	33	100

Source: Burger King, Sunset Road Kuta Badung (Data processed, 2022)

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Notes: VG (Very Good), G (Good), A (Average), B (Bad), VB (Very Bad)

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Based on the explanation in Table 4.3, it can be seen that out of 100 respondents there was the most assessment for the VB category, namely 23% of respondents who gave a very unfavorable rating on the indicator "Clarity of information provided by waiters to consumers" (the highest percentage), followed by 19% of respondents who gave a very unfavorable rating on the indicator "The accuracy of waiters in receiving order information", and 14% of respondents rated each very unfavorable on the indicators "Cleanliness and comfort of restaurant facilities" and "Ease of obtaining product information from waiters". On the other hand, the most excellent ratings were obtained on the indicator "Clean and neat appearance of waiters" as much as 43%, followed by the indicators "The friendly attitude of waiters to consumers" by 42%, and "Ethics of waiters in welcoming consumers" by 41%.

Table 4.4 below describes the average (mean) of consumer assessment of service quality indicators of waiters with deaf disabilities.

Table 4.4

Service Quality Category for Deaf Waiters with Disabilities at Burger King, Sunset Road Kuta, Badung

	Service Quality Dimention	Indicator	Score	Category
1	Physical appearance (Tangible)	X1.1 Restaurant facilities provided according to consumer needs	4,2	Very good
		X1.2 Clean and tidy appearance of the waiter	4,3	Very good
		X1.3 Cleanliness and comfort of restaurant facilities	3,3	Average
2	Reliability	X2.1 The information provided by the waiter to consumers is true and can be accounted for	3,6	Good
		X2.2 Accuracy of waiters in receiving order information	3,1	Average
		X2.3 Clarity of information provided by waiters to consumers	3,3	Average
3	Responsiveness	X3.1 The ability of waiters to meet consumer demand	4,0	Good
		X3.2 Responsiveness of waiters in handling if something goes wrong in taking orders	4,1	Good
		X3.3 Waitress' alacrity in handling complaints	3,9	Good
4	Courtesy	X4.1 Waiter etiquette in welcoming consumers	4,2	Very good
		X4.2 The friendly attitude of the waiter to consumers	4,3	Very good
		X4.3 Courtesy of waiters in providing service	4,1	Good

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5	Access	X5.1 Ease of getting product information from waiters	3,3	Average
		X5.2 Ease in ordering food and beverage products to waiters	3,3	Average
		X5.3 Ease of contacting the waiter	3,9	Good
		Mean	28 3,8	Good

Sources: Burger King, Sunset Road Kuta Badung (Data processed, 2022)

Based on the exposure of the data in Table 4.4, it can be seen that the indicator "Appearance of waiters" in the tangible dimension and the indicator "Hospitality to consumers" in the courtesy dimension obtained the highest average rating, which was 4.3 (very good). The highest average value is further followed by the indicator "Conformity of restaurant facilities to consumer needs", "Waiter etiquette in welcoming customers" with an average of 4.2 (very good). While the lowest average was obtained indicators of "Cleanliness and comfort of restaurant facilities", "Ease of obtaining product information from waiters", and "Ease of ordering menus to waiters" with an average value of 3.3 (average).

Consumer assessment of the service quality dimension at Burger King Sunset Road Kuta can be seen in Table 4.5 below.

Table 4.5

Consumer Assessment of the dimensions of Service Quality Waiter at Burger King Sunset Road Kuta

	Service Quality Dimention	Rating	Total respondent	Mean (Category)
1	Physical appearance Tangible (X1)	1176	100	3,9 (good)
2	Reliability (X2)	990	100	3,3 (average)
3	Responsiveness (X3)	1193	100	4,0 (good)
4	Courtesy (X4)	1265	100	4,2 (very good)
5	Access (X5)	1058	100	3,5 (good)

Sources: Burger King, Sunset Road Kuta Badung (Data processed, 2022)

Data exposure in Table 4.5 shows that the Courtesy dimension obtained the highest average value, which is 4.2 (very good) while the lowest average is obtained the Reliability dimension with an average of 3.3 (average).

4.4 Discussion

Based on the description of the data shown by Table 4.2 to Table 4.5, it is described as follows:

The data in Table 4.2 shows that, the majority are aged 21 to 24 years which means that the products offered by Burger King Sunset Road Kuta are very popular with young people but nevertheless there are fans of Burger King products from a more mature age, Most of whom do not answer questionnaires online because of

their limitations in the use of information technology networks or social media. The data in Table 4.3 shows that, 23% of respondents gave a very unfavorable rating on the indicator "Clarity of information provided by waiters to consumers" and there were 19% of respondents who gave a very unfavorable rating on the indicator "Accuracy of waiters in receiving order information". This is due to communication obstacles between consumers and deaf disabled waiters who cannot hear and speak. Because of the limitation of speaking, it especially occurs when the waiter wants to provide product information that is being "promo" or explain the product only by relying on pictures or photos on the menu that makes consumers less understandable. Sign language communication carried out by waiters to consumers is difficult to understand by Waitresses to consumers are difficult to understand for consumers who have never learned sign language. Clarity in providing information with a value of 3.3 is in the sufficient category. Furthermore, there are 14% of consumers who give a very unfavorable rating on the indicator "Cleanliness and comfort of restaurant facilities" which is mostly due to the less than optimal ability of waiters in monitoring the cleanliness of restaurant work areas as well as non-disabled waiters. There are often stains on restaurant tables and chairs that are not cleaned immediately by waiters, causing consumers to feel uncomfortable.

The appearance of clean and neat waiters, the friendly attitude of waiters to consumers, the ethics of waiters in welcoming consumers and the courtesy of waiters in providing service are things that are very liked by consumers. This is because waiters with deaf disabilities serve consumers with sincere feelings and polite. The speed in handling errors when taking orders with a value of 4.1 is in the good category because with the help of an order monitor that guests can see, if there is an error the waiter can immediately change it. Swiftness in handling complaints with a value of 3.9 is in the good category because when the waiter finds a complaint, they are immediately quick to notify the manager to handle it according to management procedures to minimize consumer dissatisfaction.

5. Conclusions

Based on the presentation in the results and discussions section, the quality of service for waiters with deaf disabilities at Burger King, Sunset Road Kuta Badung can be concluded as follows:

There are four indicators of service quality that perform **very well**, namely: The suitability of restaurant facilities to consumer needs; The appearance of the waiter; Waiter etiquette in welcoming consumers; and A friendly attitude to consumers.

There are six indicators of service quality that perform **well**, including: The information provided is reliable; Ability to meet consumer demand; Speed in handling errors when taking orders; Swiftness in handling complaints; Courtesy in providing service; and Ease in contacting waiters.

There are five indicators of service quality that perform **adequately**, including: Cleanliness and comfort of restaurant facilities; Accuracy in receiving information; Clarity in the provision of information; Ease of getting product information from waiters; and Ease of ordering menus to waiters.

In terms of service quality dimensions, **33**ch dimension obtains the following criteria: Physical **33**pearance (Tangible) gets a mean value of 3.9 in the **good category**; Reliability gets a mean value of 3.3 with **adequately** category; Responsiveness received a mean value of 4.0 in the **good** category; Courtesy scored

a mean score of 4.2 in the very **good** category; Access gets a mean score of 3.5 in the **good** category. The Courtesy dimension received the highest score, while the dimension that received the lowest score was reliability caused by communication constraints between waiters with deaf disabilities and consumers.

Recommendation

Based on the conclusions, this study suggests the following:

1. Burger King Sunset Road Kuta, Badung is advised to continue to strive to improve the quality of service for waiters with deaf disabilities through continuous waiter training programs so that the quality of service is in accordance with consumer and management expectations.
2. Burger King Sunnset Road Kuta, Badung is recommended to provide communication aids in the form of paper and pen so as to facilitate communication between consumers and waiters when ordering products.
3. Burger King's corporate policy is expected to inspire other fast food restaurants in hiring people with disabilities which will have an impact on equal rights and opportunities to contribute to people with disabilities in the world of work, especially in the hospitality industry.

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