

THESIS

**DEVELOPING MODEL OF EXTRAORDINARY
BREAKFAST EXPERIENCE FOR THE LUMINARY'S
HAPPINESS AT BONEKA RESTAURANT,
THE ST. REGIS BALI RESORT**



POLITEKNIK NEGERI BALI

PUTU BAGUS ANUGRAH PERDANA PUTRA

**POLITEKNIK NEGERI BALI
BADUNG
2024**

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BREAKFAST EXPERIENCE FOR THE
LUMINARY'S HAPPINESS AT BONEKA
RESTAURANT,
THE ST. REGIS BALI RESORT**



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**TOURISM BUSINESS PLANNING STUDY PROGRAM
APPLIED MASTER PROGRAM
TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2024**

THESIS

Compiled as One of the Conditions for Obtaining
Applied Master's Degree in Tourism (M.Tr.Par)
in the Tourism Business Planning Study Program, Applied Master Program,
Tourism Department at Politeknik Negeri Bali



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Badung, December 18th, 2023



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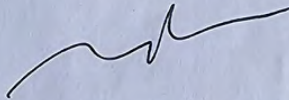
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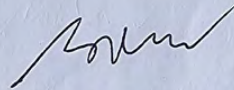
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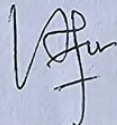
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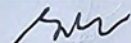

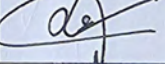



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PREFACE

Praise be to Ida Sang Hyang Widi Wasa / God Almighty the researcher climbed, because for His blessings and grace accompanied by the hard work of the author and the help of various parties, the proposal thesis with heading "Developing Model of Extraordinary Breakfast Experience The Luminary Happiness at Boneka Restaurant, The St. Regis Bali Resort" can be completed according to the specified time limit. This thesis is prepared to meet one of the requirements in order to obtain a Master's degree in Applied Tourism (M.Tr.Par) Tourism Business Plan, Tourism Department at Politeknik Negeri Bali.

There are many parties who have helped contribute ideas, thoughts, and guidance as well as motivation in the preparation of this thesis. To that end, with all humility the author expresses respect and expresses deep gratitude to:

1. I Nyoman Abdi, SE, M.eCom as the Director of Politeknik Negeri Bali who has given me a chance to study at Bali State Polytechnic.
2. Dr. Ni Nyoman Sri Astuti, SST.Par, M.Par. Head of the Tourism Department of Politeknik Negeri Bali
3. Prof. Ni Made Ernawati, MATM., Ph.D. Former Head of the Tourism Department of Politeknik Negeri Bali
4. Dr. Dra. Ni Gusti Nyoman Suci Murni, M.Par. Head of Applied Master of Tourism Business Planning Study Program of Politeknik Negeri Bali
5. Dr. I Gede Mudana, M.Si as Supervisor I, who has assisted me compose this report and advise of insights and enlightenment.

6. Dr. I Made Darma Oka, S.ST.Par., M.Par as Supervisor II, who has assisted me compose this report and advise of insights and enlightenment.
7. The Examiners have provided constructive suggestions for the perfection of this research.
8. All Lecturers and staff of the Tourism Department who have taught me much knowledge.
9. Last but not least, My Family my strength and my reason became my extra spirit to reached my goals.

May Ida Sang Hyang Widhi / God Almighty always bless all parties who have helped carry out research and the completion of this thesis. Due to the limitations of existing knowledge, the author realizes that this thesis is not yet perfect for which the author himself is responsible. Because that constructive criticism and suggestions are very much expected for the sake of more perfection and usefulness of this reasearch.

Badung, December 2023

Writer

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**PUTU BAGUS ANUGRAH PERDANA PUTRA
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ABSTRACT

In the Hospitality Industry, especially the Food & Beverage Department, breakfast menus are generally served in one place with a standard buffet restaurant concept with adaptations to existing breakfast types in the world, the issue of managing the best experience is very important for hospitality businesses because business continuity can depend on delivering a valuable guest experience. The aim of this study is to identify the construction and generator of unforgettable experiences to create our Illustrious happiness with a mixture of qualitative and quantitative methods with data research from the perspective of luxury hotels, employees and Luminary with a combination of POAC theory and Plan Behavior. Feel Happiness during the period of stay at The St. Regis Bali Resort can be measured through Guest Voice but now guest voice is still far from the target, and the decline in satisfaction index is a problem faced by The St. Regis Bali Resort today. For this reason, researchers want to research and find effective ways through research combined with existing theories with The industry lacks research that can assist in developing specific measures and tools to design experiences that meet guest expectations, Buehring & O'Mahony (2019). Data from this study were obtained through questionnaires, interviews and focus group discussions with the aim of finding models processed with mixed method (sequential exploratory) data analysis techniques. With the combination of POAC theory and Planned Behavior as the beginning of the formation of variables to produce happiness that The St. Regis Bali Resort, Boneka Restaurant want to achieve, The St. Regis Bali Resort Management from this study produced two effective and efficient models to increase happiness for tourists who stay at The St. Regis Bali Resort and while enjoy breakfast at Boneka Restaurant, namely model of extraordinary menu followed by model extraordinary service that is special and surprise at the time enjoyed the breakfast. Result of this research that the extraordinary service model carried out and the resulting menu contributes to new knowledge in the world of hospitality, with The Quick Six Service and the use of the PAINT method during the explanation and when chefs make the food into a new way in the world of hospitality optimize and become a strong basis to increase closeness between staff and luminary. Because emotional connection is the beginning of happiness. By making the atmosphere feel like home when at The St. Regis Bali Resort. Extraordinary service must be applied in every aspect by the staff, not only on the Food & Beverages side, but on all stake holders at The St. Regis Bali Resort are expected with the aim of maintaining the quality and Luxury Brand owned by The St. Regis Bali Resort.

Keywords: happiness, breakfast, management, extraordinary service

PENGEMBANGAN MODEL PENGALAMAN SARAPAN PAGI YANG LUAR BIASA UNTUK KEPUASAN *LUMINARY* DI BONEKA RESTAURANT, THE ST. REGIS BALI RESORT

**PUTU BAGUS ANUGRAH PERDANA PUTRA
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ABSTRAK

Di Industri Perhotelan, khususnya Departemen Makanan & Minuman, menu sarapan umumnya disajikan dalam satu tempat dengan konsep restoran prasmanan standar dengan adaptasi dari jenis sarapan yang ada di dunia, masalah mengelola pengalaman terbaik sangat penting bagi bisnis perhotelan karena kelangsungan bisnis dapat bergantung pada penyampaian pengalaman tamu yang berharga. Tujuan dari penelitian ini adalah untuk mengidentifikasi konstruksi dan generator pengalaman yang tak terlupakan untuk menciptakan kebahagiaan Termasyhur kami dengan metode campuran kualitatif dan kuantitatif dengan penelitian data dari perspektif hotel mewah, karyawan dan *Luminary* dengan kombinasi teori POAC dan Plan Behavior. *Feel Happiness* selama periode stay di The St. Regis Bali Resort dapat diukur melalui Guest Voice namun kini guest voice masih jauh dari target, dan turunnya indeks kepuasan tersebut menjadi suatu masalah yang dihadapi The St. Regis Bali Resort ini. Untuk itu peneliti ingin meneliti dan menemukan cara efektif melalui penelitian yang dikombinasikan dengan teori-teori yang ada. Dengan Industri ini tidak memiliki penelitian yang dapat membantu dalam mengembangkan langkah-langkah dan alat khusus untuk merancang pengalaman yang memenuhi harapan tamu Buehring & O'Mahony (2019). Data dari penelitian ini diperoleh melalui kuisisioner, wawancara dan focus group discussion dengan tujuan menemukan model yang diolah dengan Teknik analisis data mixed method (sequential exploratory). Dengan kombinasi teori POAC dan Planned Behavior sebagai awal terbentuknya variable untuk menghasilkan kebahagiaan yang ingin di raih Boneka Restaurant The St. Regis Bali Resort, Manajemen The St. Regis Bali Resort dari penelitian ini menghasilkan dua model yang efektif dan efisien untuk meningkatkan rasa bahagia bagi para wisatawan yang menginap di The St. Regis Bali Resort dan menikmati sarapan di Boenka Restaurant, yaitu extraordinary menu dan extraordinary service yang special dan surprise pada saat menikmati sarapannya. Hasil dari penelitian ini merupakan model extraordinary service yang dilakukan dan menu yang dihasilkan berkontribusi untuk ilmu baru di dunia hospitality, dengan The Quick Six Service dan penggunaan metode PAINT dalam explanation dan ketika para chef membuat makanan tersebut menjadi cara baru dalam dunia perhotelan mengoptimalkan dan menjadi dasar yang kuat untuk menambah kedekatan antara staff dan para *luminary*. Karena koneksi emosional adalah awal dari terbentuknya kebahagiaan. Dengan membuat suasana feels like home ketika berada di The St. Regis Bali Resort. Extraordinary service experience harus diterapkan dalam setiap aspek oleh para staff tidak hanya pada side Food & Beverages, namun pada semua pmegang kepentingan yang berada di The St. Regis Bali Resort diharapkan dengan tujuan mempertahankan kualitas dan Luxury Brand yang dimiliki The St. Regis Bali Resort.

Kata kunci: kebahagiaan, sarapan, manajemen, pelayanan yang luar biasa

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CHAPTER I

INTRODUCTION

1.1 Background

In a human life, happiness can be described as a level of quality of life and also a feeling that cannot be expressed in many words. But happiness itself can be felt when we get what we want either from the material or the goals that have been achieved. Likewise, Luminary who choose to enjoy their happiness by taking a vacation or spending the materials they get as a form of appreciation for working hard and rewarding themselves or their families. There are many forms of happiness that can be obtained and it can all start from the morning when vacation time starts somewhere or more specifically in a hotel. In this context, most hotels have not focused too much on how breakfast can be packaged outside of the general concept, most star-rated hotels in Bali choose the buffet concept with international selection inspired by common concepts. This is because many foreign tourists come to vacation and enjoy their happiness by staying at hotels, especially in Bali.

During the global pandemic, around the world, countries whose regions rely on tourism as an economic source must move slowly to bounce back to promote tourism and seek to rely on local tourists as the first drivers of the tourism economy. In Indonesia, Bali, one of the provinces that drives the tourism economy, is slowly opening these destinations and carefully preparing health protocols according to CHSE as a form of trust that will be given in traveling in hotels or

tourist destinations throughout the Bali region. By relying on local tourists or trends that occur during this pandemic, many hotel management parties adjust what tourists want, one of which is in Food and Beverages to suit the local tastes of the food served but with international standards.

The concept of breakfast which is worldwide and conceptualized globally according to certain countries has an influence on the hospitality industry and provides an opportunity for star-rated hotels to determine the concept of a restaurant, especially in serving breakfast. Common types of breakfast, namely American Breakfast, English Breakfast, Russian Breakfast, and Indonesian Breakfast have entered to provide a new experience for tourists to try typical breakfast dishes in Indonesia. In the Hospitality Industry, especially the Food & Beverages Department, the Breakfast Menu is generally served in one place with the standard concept of a buffet restaurant with adaptations from the types of breakfast that exist in the world, or tourists can enjoy it in room service. In the study conducted (Rust, 2017) shows that the main issue of glocalization arises because of the debate about the idea of globalization. He explicitly mentioned the dispute between homogeneity and heterogeneity. Breakfast generally becomes monotonous and is still underestimated by the hotel, but if viewed and analyzed psychologically and practically, without breakfast humans do not get energy for activities and the mood of the tourists will not affect if the breakfast experience. the one on serve at the start of the day is good or maybe vice versa. If it is associated with the Hospitality Industry, the intention of tourism industry players to foster a sense of happiness can start from the beginning of the day with breakfast which is expected

to cause a positive impression since in the morning for Tourists who stay will definitely be served breakfast and are usually included in the room price paid. It is conceivable that if tourists pay for rooms at high prices in star-rated hotels and turn out to get standard or even ordinary breakfast services and experiences, it is likely that the hotel will lose money or have an impact on the loyalty of guests who will no longer come to the hotel even though the hotel has a brand and is even famous throughout the world.

The St. Regis Bali Resort is very interested in this phenomenon, where some other five-star hotels only provide the usual experience even standard in service and experience of serving breakfast menus in general and still consider breakfast to have no effect on the level of tourist satisfaction. By presenting International Breakfast, a concept that combines 3 elements, namely International buffet, minute menu and daily chef special food pass around at breakfast can provide a different experience for tourists staying at The St. Regis Bali Resort which focuses on Boneka Restaurant which is one of the best restaurants in Nusa Dua even in Bali today. Even an unforgettable experience for foreign and domestic tourists who stay can be seen on the page (www.tripadvisor.com).

The shift in the tourism market segment after pandemic has made The St. Regis Bali have a new vision, namely "***Become Asian Most Prefer Resort for Today's Luminaries***", which is to become the resort of choice for domestic and foreign Luminary to unwind and provide their own pleasure by vacationing at The St. Regis Bali Resort. By focusing Luminary around of the world and support the program of company by promote local product serve during breakfast following the

pattern or habits all of luminary. Coupled with the difference in the "class" of tourists we call Luminary when compared to other hotels after the pandemic which has begun to improve but the adjustment of habits applied and also market tastes that have slightly changed to modern makes management have to make plans to immediately bring back tourists, both repeater tourists and new market markets to enjoy the facilities of The St. Regis Bali Resort and also enjoyed the best food prepared by the Food & Beverages team.

In the process after pandemic, the research to be carried out follows the mind. However, the issue of Managing the customer experience is critical for hospitality businesses because business viability can depend on the delivery of valued guest experiences. The industry lacks research that can assist in developing the specific measures and tools to design experiences that meet guest's expectations (Buehring & O'Mahony, 2019). The purpose of this paper is to identify the constructs and generators of memorable experiences to create the happiness of our Luminary from the perspectives of luxury hotel, hosts and Luminary.

When the portrait of the empirical and theoretical problems of Managed the extraordinary breakfast to make customer fell happiness above is tried to be transformed into a research setting designed on the breakfast menu that can affect the level of satisfaction and provide a different experience when enjoying it and add to the sense of happiness of luminary, it turns out that in a number of countries there have not been too many similar studies while in Indonesia there are very few. As an applied research, in accordance with the scientific demands of the Tourism Planning Study Program, Applied Master Program, Ministry of Tourism, Bali State

Polytechnic, the object of research is the Boneka Restaurant at The St. Regis Bali Resort, this research prioritizes to managed the extraordinary breakfast experience synchronize with planned behavior of customer who enjoy extraordinary breakfast served to increase the level of The happiness of these tourists, as well as the combination of quality local menus into a product with a selling point that is not only in terms of ingredients but also the selling point of presentation and different experiences that can only be obtained when enjoying breakfast at The St. Regis Bali Resort Boneka Restaurant so that the results of this research are not just scientific studies for the benefit of science. This research makes a practical and empirical contribution to the tourism industry in the restaurant sub-sector that can not only be used in the Bali area but can also be used as an example of wide-scale application of glocalization.

1.2 Problem Formulation

This research problem can be formulated into the following questions.

1. How does Boneka Restaurant, The St. Regis Bali Resort, manage extraordinary breakfast experience for happiness of Luminary?
2. What model can be found in managing extraordinary breakfast menu for happiness of luminary at Boneka Restaurant, The St. Regis Bali Resort?

1.3 Research Objectives

1.3.1 General Objectives

This research was conducted to determine the level of happiness of luminary staying at The St. Regis Bali Resort in enjoying breakfast at Boneka Restaurant with

a special menu not only international but also Glocalization menu by combining local products that are presented specially and are expected to be accepted by Luminary, both domestic and foreign.

1.3.2 Specific Objectives

In particular, this study has the following objectives.

1. To find out the implementation in managing the extraordinary breakfast experience for happiness of The St. Regis Luminary.
2. To find out the model in managing extraordinary breakfast menu for happiness of luminary at Boneka Restaurant, The St. Regis Bali Resort

1.4 Research Benefits

1.4.1 Theoretical Benefits

As part of the *applied sciences* in tourism research, this research is useful for developing the multidisciplinary science of applied tourism, especially the field of study / science of tourism planning (*tourism business planning*), in the context of industry as the demands of general skills Level 8 Indonesian National Qualifications Framework for Applied Masters, from the reality that occurs in Boneka Restaurant. The multidisciplinary process referred to takes place from the work of the field of tourism (applied science of tourism) itself along with at least the fields of gastronomy, marketing (study of *marketing*), culture (*cultural studies*), and sociology in a unified study related to the industrialization of restaurant products in global tourist destinations.

1.4.2 Practical Benefits

In relation to various related parties, the practical benefits of this research can be described below.

1. For students as applied *sciences in* tourism, this research has benefits for mastering the applied science of tourism, especially gastronomy, which offers products that are increasingly broad and diverse, thus providing more choices to actual and potential tourists, so as to satisfy both producers and consumers and other parties involved.
2. For Politeknik Negeri Bali, especially the Tourism Planning Study Program, Applied Master in Tourism Business Program, Department of Tourism, the benefit of this research is to add to the treasury of scientific literature related to the practice of planned Behavior Customers and Breakfast concepts.
3. For the government, the benefit of this research is to contribute practical and pragmatic thinking to the improvement of tourism policies in the culinary business that raise local content so that local and traditional things are not always inferior when faced with big and global things. Of course, the policy is intended to improve the situation of society which is the responsibility of the government.
4. For the tourism industry, especially global restaurants, this research can be used as a model for the happiness of the guest or luminary.

CHAPTER VI

CLOSING

6.1 Conclusion

Based on the results of research conducted using POAC theory (Planning, Organizing, Actuating, Controlling) and Combining with Plan Behavior is very much in line with the management of extraordinary breakfast experience which is expected to be the first support in influencing the mood of luminaries staying at The St. Regis Bali Resort. By optimizing breakfast as a different experience that takes the concept of 3 elements (Buffet, ala minutes, and Passing around food and beverages, it is hoped that Boneka Restaurant can be an example for other luxury hotels in running operations. Do not forget also by always providing training to the team, it is expected that leaders in Boneka Restaurant can maintain their software such as staff both waiter, daily workers and their internships in carrying out operations.

This can be realized by maintaining service quality and always innovating in creating menus. Focus when operational is needed but not to forget also the character of good management and relevant to the target is an indispensable need. Happiness cannot be measured because luminaries bring their own character and culture also luminaries are a special type of guest who has very high expectations, for that Management and staff must be ready with everything that the luminaries need. Based on the experience of researchers, we cannot say No.

Starting a behavior plan that is happiness in the morning at breakfast is not easy, because the atmosphere in the morning is the main basis for this research

conducted. What Luminary feels we can feel is pretended and empathize with the atmosphere, The Quick Six Service is the basis to start. The happiness of the luminaries will be shared with Guest Voice as a benchmark also in the Food & Beverages Service side, many inputs and wishes are expected to be fulfilled when they will visit again or family both recommended relatives, for that The St. Regis Bali Resort is ready to accept and fill the request as one of the best Luxury Brands in Marriott Property and also in Indonesia in particular and in the world.

6.2 Recommendation

As the author's recommendation, Boneka Restaurant The St. Regis Bali Resort must maintain the achievements that have been achieved by always maintaining a positive situation in the operational scope and also the welfare and happiness of the employees is also very important. If all these elements can synergize and form, it will create happiness for all stake holders involved in creating an atmosphere of happiness for luminary as a peak point in the hospitality industry. If there is no luminary, a strategy house made by management will not work and vice versa with other stake holders. So this can be further investigated with the happiness that has been achieved and the impact impact that can be felt if all stake holders feel the same happiness.

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