

Towards framework development: Exploring the role of skills competencies and service quality to guest experience in food and beverage department of hotels in NCR

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Abstract

The study determined the competency index of hotel employees in the Food and Beverage Division of Hotels in the National Capital Region, Philippines. The study utilized a descriptive method of research using a sample size of 385 to different hotel guests using an adapted questionnaire in accordance with the ASEAN-MRA, Service quality and DinEx model. Based on the result of the study, there is an excellent assessment to the skills competencies of F&B hotel staff, service quality and hotel guest's experience in the time of COVID-19 pandemic. It was also revealed that there is a strong positive correlation between service quality rendered by hotel staff and Hotel guest experience in the time of COVID-19 pandemic, whereas the competencies of hotel staff in Food and Beverage Division had a greater influence in controlling for the relationship between service quality rendered by hotel staff to hotel guest experience during the COVID-19 pandemic. The study recommended that the hotel may upgrade the facilities and equipment, a proposed framework for the food and beverage service in the time of pandemic and beyond may be implemented.

Keywords: skills competencies, food and beverage industry, service quality

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1. Introduction

Employers in the hospitality industry worldwide are expecting graduates to be work ready, possessing competencies such as interpersonal skills, teamwork skills, communication skills, and problem-solving skills to make them employable. Interestingly, the views of human resource managers on the skills and competencies needed for hospitality industry and they expect employees are service-minded and committed to the industry, with some degree of working experience rather than having a good educational background. Service orientation among employees, problem identification and solving skills were some of the competencies required from the industry. Through a Personal Intercept Survey, hospitality managers stressed the development of competency skills index are vital in the industry. With this, as the implementation of the ASEAN Economic Community (AEC) by 2015 has been implemented, ASEAN Member States (AMS) were proactively prepared themselves and embraced this as a region with free movement of goods, services, investments, skilled labour and freer flow of capital (Hatzigeorgiou, 2014). To further achieve such goal, the development of a “mutually recognized skills framework” became very critical, as the mutual recognition of skills (MRS) can smooth out the path in the negotiation between nations and thus facilitate the freer movement and employment of qualified and certified personnel. Essentially, the mutual recognition of skills is the major instrument for technical skilled labour mobility in ASEAN (Asian Development Bank, 2015).

In connection to the mutual recognition skills provided by the ASEAN member states, this study focused on the different variables that are timely to use due to the rapid changes of the food and beverage industry under the hospitality business’ characteristic such as the different competencies based on the ASEAN MRA-TP namely the core and generic competencies, restaurant services common core, food and beverage services, and English language proficiency. In addition, the research also correlates the said fist variable to the service quality or known to be as ServQual by Parasuraman et al. (1988) and these are the reliability, assurance, tangibility, empathy, and responsiveness. Lastly, in the time of pandemic which poses different and new safety protocols that will surely affect the hotels’ food and beverage division, the researcher used the DinEx model by Antun et al. (2010) that represents restaurants attributes in terms of atmosphere-related attributes, service-related attributes, social-related attributes, behavioral intention-related attributes, and satisfaction-related attributes.

Thus, this study focuses on the national competency model for the food and beverage service industry establishes a consistent standard for educators and employers. It also gives current employees, prospective employees, and industry influencers a clear understanding of how to enter the industry, advance one's career within the industry, and be successful overall in the field. TESDA, the TIBFI, and the DOT have all worked with industry subject matter experts throughout the entire development process. They have engaged a different member industry workforce work group and different ASEAN master assessors to focus group, and they have had contributors participate from member organizations, academic, and workforce development leaders. This has enabled them to produce a model that is both comprehensive and accurate. In addition, TESDA worked in conjunction with respected experts from affiliated associations as well as various partners in the sector, including HRAP and AHRM, to get information regarding the most effective procedures and validate the methodology. The results were certified by the assessors, who included industry organizations, government agencies including CHED and TESDA, and more. The objective of the TESDA is to improve the quality of service provided to the public by the restaurant and foodservice industry through the promotion of job possibilities, community engagement, and education. Their educational and training programs include instruction in management, culinary, and food safety skills, as well as staff skills, in order to develop a talent pipeline for the sector. Lastly, the Food and Beverage Services Current Curriculum Guide leads to National Certificate Level II (NC II). Students can

take this course to gain the information, abilities, and attitude necessary to execute the activities that are required of them. It encompasses the core competencies of preparing the dining room or restaurant area for service, greeting guests and taking their orders for food and beverages, promoting food and beverage products, offering food and beverage services to guests, offering room service, and receiving and addressing concerns raised by guests.

The researcher aimed to bridge the gap between the industry and the standards set forth by the ASEAN MRA-TP in the implementation of the toolbox thru the academe sector in terms of curriculum and instruction that are based on the hotel guest experiences during the Covid-19 pandemic. In addition, this is an eye opener to the industry in what competencies that they needed to improve and to have a common standard in terms of qualification, skills, and management competencies, as well as the different restaurant attributes that has been affected by the pandemic and the service being provided by these establishments in the region. Lastly, the researcher proposed a model that will be an additional basis in further strengthening the food and beverage division of the different establishments more particularly the hotel or the lodging businesses thru the help of different government agencies such as TIBFI, TESDA, and the DOT in accordance with the new and updated training regulations for different levels of national certifications for food and beverage division.

1.1 Objectives of the Study

This study aimed to assess the competency index of hotel staff in F&B Division. Specifically, it aimed to answer the following: First, (1) determine skills competencies of F&B hotel staff, in terms of core and generic competencies, restaurant services common core, food and beverage services, and English language proficiency, (2) assess the service quality rendered by F&B hotel staff, in terms of reliability, assurance, tangibility, empathy, and responsiveness, (3) assess the hotel guest's experience in the time of COVID-19 pandemic, in terms of atmosphere-related attributes, service-related attributes, social-related attributes, behavioral intention-related attributes, and satisfaction-related attributes, (4) correlate skills competencies and service quality of F&B hotel staff, to hotel guest experience in the time of COVID-19 pandemic, and lastly, (5) propose a framework to enhance the hotel's F&B dining experience based on the result of the study.

2. Method

Research Design - Since the study sought to determine the competency index of hotel employees in F&B Division, the researcher used the descriptive method of research which uses questionnaire to get the data needed and further notifications from each respondent to measure the competency of the food and beverage hotel staff in terms of the core competencies, service quality, and as well as the DinEX model of restaurant service by Antum et al. (2010). It is a strategy that underscore target estimation and the measurable or numerical investigation of information gathered through surveys by controlling information utilizing computational procedures.

Respondents of the Study - The main qualifier for the respondents of the study are guests of different multi-use hotels recognized and accredited by the Department of Tourism as of the second quarter of the year 2022 during the Covid-19 pandemic. The sample size of 385 was based on an effect size of 0.22, a power probability of 0.95 and an alpha level of 0.05 using G*Power 3.1.2.

Data Gathering Instrument - The main instrument that was used in the study is a questionnaire that is divided into three main parts; For part one, it is divided into three parts namely the first subdivision is a researcher-made instrument based on the Food and Beverage Core competencies which crafted and the standardized Food and Beverage Toolbox by the ASEAN-Australia Development Cooperation Program (AADCP) last 2009 thru the William Angliss Institute which is based in Australia and made available online. The said toolbox is divided into four sub-variables namely, common core competencies, restaurant services, food and beverage services, and English language proficiency and measured using a five-point Likert scale of 5-Excellent; 4-Good; 3-Fair; 2-Poor; 1-Very Poor. The second part is the Service Quality of Food and Beverage hotel staff which was adapted from the

study of Gadolja and Spaho (2014). Measuring hotel guest satisfaction using SERVQUAL Method: A study in Tirana hotels and measured using a five-point Likert scale of 5-Excellent; 4-Good; 3-Fair; 2-Poor; 1-Very Poor. Lastly, the DinEx Model which was adapted from the study of Antun et al (2010). Accurately assessing expectations most important to restaurant patrons: The creation of the DinEX Scale measured using a five-point Likert scale of 5-Strongly Agree; 4-Agree; 3-True to Some Extent; 2-Disagree; 1-Strongly Disagree.

The said instrument was validated by the five industry experts from the TESDA, from the Academe which is also an ASEAN F&B Master Assessor and Trainer, one from the Director for Operations of an F & B establishment, and the last two were from F&B Supervisor the hotels and resorts in the NCR Region. After the experts validated the said instrument, the researcher did a pilot testing through 30 respondents and reliability analysis using Cronbach Alpha, below is the result of the reliability test. The reliability test result for the skills competencies obtained a Cronbach's alpha value of 0.911 which signifies that the questionnaire has an excellent internal consistency. Meanwhile, the instrument for identifying the second variable obtained a Cronbach's alpha value of 0.964 which implies that the instrument has an excellent internal consistency and the instrument for the third variable has an excellent internal consistency with Cronbach's alpha value of 0.908.

Data Gathering Procedure - The required data, hypotheses and related literary works originated from books that were borrowed mainly from the library of Lyceum of the Philippines University-Batangas. The researcher also made use of the internet to strengthen the resources thru the utilization of science direct and Google scholar. The questionnaires were forwarded thru the help of the different Department Head, and the different industry practitioners from different member hotels of the HRAP as well as by posting in different social media accounts of the researchers. Furthermore, due to the leniency and relax Covid-19 restrictions based on the Alert Level 1 status of the NCR Region, the researcher also visited few hotels to personally conduct the data gathering using a quota sampling using QR codes-this was done thru scanning the code and answer using their smartphone.

Data Analysis - To determine the skills competencies, and assess the service quality and hotel guest's experience, the researcher used weighted mean and composite mean as well as ranking. To test the significant difference between the skills competencies, service quality and hotel guest's experience when grouped according to profile variables, the researcher used Kruskal-Wallis because the data is not normally distributed (0.000) based on the Kolmogorov-Smirnov test. Furthermore, to correlate skills competencies and service quality of F&B hotel staff, to hotel guest experience in the time of COVID-19 pandemic, the researcher used Pearson-Correlation.

Ethical Considerations - The researcher provided a consent letter to the participants of this study which explains its purpose and guidelines for the participants to be well-informed that their opinions and statements would be treated strongly confidential, and this study would impose harm to them. The research study remained private throughout the study and the researcher used its real name in the research consent letter. The researcher followed the ethical standards for the public to believe and support the study. The specialist guaranteed that the data of the respondents will be secured.

3. Results and discussions

Table 1 presents the assessment on the skills competencies of the Food and Beverage Division's hotel staff, indicates that they are excellent (4.64) based on the assessment of hotel guests. The hotel food and beverage staff's core and generic competencies are excellent (4.70) based on the assessment of hotel guests, placing them at the top among the specified indicators for skills competencies. This signifies that the hotel's food and beverage division emphasize the necessity of this to operate successfully and efficiently. The hotel's food and beverage staff understand that they must adhere to the highest professional standards. Having solid foundation such as having a degree in Hospitality Management, a National Certificate from authorized government agency such as TESDA will help develop their core and generic competencies. These standards will allow the hotel staff under the Food and Beverage Division to service guest in an appropriate manner, and that having these core and generic competencies may favorably affect their performance as food and beverage staff as well as the hotel's

business.

Table 1

Skill competencies of hotel staff in the food and beverage division

Common Core and Generic Competencies	WM	VI	Rank
1. are knowledgeable with restaurant products and services	4.73	Excellent	2
2. perform their work safely and hygienically	4.76	Excellent	1
3. understand instructions correctly	4.71	Excellent	3
4. serve food correctly and properly	4.70	Excellent	4
5. receive and resolve customer concerns	4.63	Excellent	5
Composite Mean	4.70	Excellent	
Restaurant Services—Common Core	WM	VI	Rank
1. handles foodstuffs neatly and cleanly	4.75	Excellent	1
2. sets clean utensils	4.72	Excellent	2
3. manages and resolves conflict situations	4.62	Excellent	3
4. organizes and prepares food products and services	4.52	Excellent	5
5. promotes products and services thru upselling	4.56	Excellent	4
Composite Mean	4.63	Excellent	
Food and Beverage Service	WM	VI	Rank
clean and tidy bar and food service areas	4.75	Excellent	1
have food & beverage product knowledge	4.65	Excellent	2
take food orders and provide courteous table service	4.61	Excellent	3
Composite Mean	4.67	Excellent	
English Language Proficiency	WM	VI	Rank
1. converse in English at a basic operational level	4.59	Excellent	1
respond effectively to instructions given in English	4.55	Excellent	2
start conversations and develop good relations with guests	4.56	Excellent	3.5
communicate effectively in English	4.56	Excellent	3.5
Composite Mean	4.56	Excellent	

According to Stanisić and Čerović (2020), competence may be viewed as a comprehensive notion that is required for a profession, which encompasses a mix of knowledge, abilities, and lastly, values. There are two types of competences, one of which is general competencies that are sometimes known as "core" or "generic" competencies. It has been demonstrated that, in contrast to the other classification of competences, it promotes staff productivity, adaptability, as well as minimizes the chance of dismissal (Kimeto, 2021). In proportion to Manani and Ngui (2019), having competence improves employee work performance and, has a large influence on employee commitment, and performance (Abubakar, 2018).

The hotel food and beverage staff provided excellent food and beverage service (4.67), ranking second, and the staff also provided excellent restaurant service as to common core (4.63), ranking third among the specified indicators for skill competencies. The food and beverage staff at the same table were excellent in terms of English language competence (4.56) and placed last among the specified skill competencies indicators based on the assessment of hotel guests. This means that the staff understand the importance of having effective communication and quality interactions with their guests. Furthermore, because the hospitality industry is highly diverse, accommodating people from various language and cultural backgrounds, and since the English language is considered the universal language, having effective and excellent communication and English language proficiency is essential for a better guest experience and may thus result in the improvement of hotel efficiency, performance, and revenue growth. It can be supported based on the study of Astawa and Ardiasa (2022) pointed out that customer service success is governed by three factors, one of which is communication. Through communication, the English language utilized in the hotel industry aims to provide outstanding service given by staff. Language, for example, serves as a mode of communication that connects a staff and a guest for a specific goal in food and beverage service. Hospitality extends beyond the service provided by staff. In addition, as a result, the hospitality industry usually demands applicants to be able to speak in proper English for the purposes of services when hiring. This is extremely significant to the remark made by Zahedpisheh et al. (2017), that English proficiency is one of the most important criterion for hiring staff in the hospitality industry.

Table 2*Service quality of food and beverage hotel staff*

Reliability		WM	VI	Rank
1. serve the customer promptly		4.69	Excellent	1.5
are sincere while attending customer concern or request		4.60	Excellent	4
able to handle all orders well		4.69	Excellent	1.5
serve the food at the time it promises to do so		4.62	Excellent	3
	Composite Mean	4.65	Excellent	
Assurance		WM	VI	Rank
is confident serving their customers		4.68	Excellent	1
let customers feel special		4.60	Excellent	3.5
is consistently courteous to the customer		4.60	Excellent	3.5
has knowledge to answer customer's questions		4.63	Excellent	2
	Composite Mean	4.63	Excellent	
Tangibility		WM	VI	Rank
1. uses modern-looking equipment		4.66	Excellent	3.5
2. is well-groomed and appear neatly		4.79	Excellent	1
has full knowledge of the menu and do up selling		4.69	Excellent	2
sets the table pleasantly and place the condiments		4.66	Excellent	3.5
	Composite Mean	4.70	Excellent	
Empathy		WM	VI	Rank
pays attention to customer needs		4.61	Excellent	2
cares about customer's complaints		4.60	Excellent	3
maintains good communication with their customers.		4.62	Excellent	1
consciously listens to comments and recommendations of customers		4.56	Excellent	4
	Composite Mean	4.59	Excellent	
Responsiveness		WM	VI	Rank
1. helps customers choose the menu offered		4.61	Excellent	1.5
2. gives prompt service		4.61	Excellent	1.5
3. is never too busy to respond to customer requests		4.58	Excellent	3
	Composite Mean	4.60	Excellent	

Table 2 presents the assessment on the Service Quality of Food and Beverage hotel staff in provisions of the five dimensions of the ServQual Model namely Reliability, Assurance, Tangibility, Empathy, Responsiveness. The composite mean of the five dimensions or indicators are 4.64. Which means that the Service Quality of the hotel staff in terms of Food and Beverages are well performed. The hotel's food and beverage staff are excellent when it comes to Tangibility (4.70), classified first among given indicators under Service Quality of the hotel's Food and Beverage staff based on the assessment of hotel guests. This implies that the tangibility has played a vital role in a hotel industry, it is a physical feature in a hotel service that are being provided. It also one of the reasons why the guests satisfied after they experienced the good service quality in a 5-star hotel. In addition, for them to have a greater customer care, they must be improving their tangibility including the attires and appearance of the staff, the interior and exterior design of the place and providing great service to the guest to have a loyal customer. One of the uncommon characteristics that potential customers know and assess prior to the service itself is the tangible quality of the products and services. It is also based on the study Bandara and Dahanayake (2020) that tangibility has a great influential in service quality that can affects the satisfaction of the customers. But most of the company have a problem when it comes in customer service

The hotel's Food and Beverage staff are also excellent when it comes to Reliability (4.65), Assurance (4.63) and Responsiveness (4.60) based on the assessment of hotel guests. This means that the hotel staff in terms of Food and Beverage are feasible. They are putting so much attention and care to the guests' products and services as they are the ones who is responsible for the production and process of every purchased product in the Food and Beverage Department. Being reliable, responsive, and confident are one of the traits or characteristics that hotel staff must have as an employee of the Hospitality Industry. The Hotel staff are not just staff who is responsible for the operations in the hotel, they also must create a relationship with the guests by providing the best service quality that each guest should experience. From the same table, the hotel Food and Beverage staff are also excellent in terms of Empathy (4.59) although ranked least among the given indicators under Service Quality of the hotels Food and Beverage staff. This means that the respondents find the hotel food and beverage

staff lacking in terms of the understanding, sharing of inside thoughts, and expressing their own emotions towards in providing service quality. The confident employee will pay close attention to the guest's story and acknowledge the emotional effect without just expressing compassion. Moreover, empathy may seem ranked least based on the table but still an excellent in terms of the verbal interpretation. It may observe least towards some parts of the operations that brings empathy to have the lowest weighted mean. In accordance with Umasuthan et al. (2017), according to hotel visitors' opinions, depending on the needs of the guest, empathic encounters in hotel units vary greatly. Hotel guests are generally regarded as one of the important market resources since they are regular guests and utilize hotel resources internationally as part of the number of businesses travels, they take each year. Empathy-based behavior not only happens, but it can also significantly increase revenue.

Table 3

Hotel guest experience in the time of the COVID-19 Pandemic

Atmosphere-Related Attributes		WM	VI	Rank
The hotel restaurant has a safe atmosphere		4.84	Excellent	1
The chairs and tables are well arranged and set at least 1 meter among guest and one another		4.71	Excellent	2.5
The dining area is clean and properly sanitized		4.69	Excellent	4.5
The dining area has proper ventilation		4.69	Excellent	4.5
The restroom amenities & facilities are properly maintained and sanitized.		4.71	Excellent	2.5
Composite Mean		4.73	Excellent	
Service-Related Attributes		WM	VI	Rank
1. Servers are knowledgeable about menu items		4.78	Excellent	1
2. Servers serve food during the promised time		4.53	Excellent	4
3.Servers wear face masks and maintain physical distancing in dealing with guest		4.73	Excellent	2
4.Servers are trained and well-rounded		4.72	Excellent	3
Composite Mean		4.69	Excellent	
Social-Related Attributes		WM	VI	Rank
1.The F&B staff are respectful		4.76	Excellent	2
2.The F&B staff are willing to answer customer's questions		4.79	Excellent	1
3.The F&B staff interact well with customers		4.72	Excellent	3
Composite Mean		4.76	Excellent	
Behavioral Intention-Related Attributes		WM	VI	Rank
1. I will make repeat dine-in.		4.76	Excellent	1
2.I will recommend the hotel restaurant to others.		4.69	Excellent	3
3.I would give positive feedback.		4.75	Excellent	2
Composite Mean		4.73	Excellent	
Satisfaction-Related Attributes		WM	VI	Rank
1. I am satisfied with my dine-in experience and safety.		4.74	Excellent	1.5
2. My choice to dine out was a wise one.		4.74	Excellent	1.5
3.I am pleased with the dining experiences and safety.		4.69	Excellent	3
Composite Mean		4.72	Excellent	

Table 4 exhibits the assessment on hotel guest experience in the time of covid-19 pandemic (4.73). From the same table, it shows that service-related attributes (4.76) top when it comes to the summary table on hotel guest experience in the time of covid-19 pandemic and has an excellent verbal interpretation which means that hotel guest strongly agreed. Most hotel guests are looking for social-related attributes because of the urge to have more interactions with others after being hold at home for quite long. Because of the challenges brought by the pandemic, guest satisfaction and needs has drastically change. Generally, they are more concerned on the safety measures followed by the establishment in preventing the spread of the COVID-19 virus. Guests are now more focused on their check-in experience. If demands are not met negative reviews are easily spread online.

Atmosphere-related attributes (4.73) and behavioral intention-related attributes (4.73) are equally excellent followed by satisfaction-related attributes (4.72) which also has excellent verbal interpretation. These attributes did not differ that much in terms of their significance in the hotel guest experience during their stay in the time of pandemic. Service-related attributes (4.69) ranked least among the five attributes when it come to the summary table on hotel guest experience in the time of covid-19 pandemic but still it has an excellent verbal interpretation. This means that although guest may have prioritized other attributes when it comes to checking their stay at the

hotel, they still care about the service delivered to them because at the end guest always seek for what their money's worth. The service provided to the guest would still leave a big impact to their experience. As stated by Srivastava and Kumar (2021), The impact of hotel attributes on guest satisfaction has been thoroughly researched in the literature on hospitality. However, given the harmful health effects of the pandemic, the recommendations and warnings issued by health organizations, and the extensive media coverage of the pandemic, the significance of hotel attributes for customer satisfaction may change as a result of the ongoing global pandemic. These elements may have an impact on how much weight customers give to various attributes.

Table 4

Relationship between skill competencies and service quality of food and beverage hotel staff

Core & generic competencies	Rho	p-value	Interpretation
Reliability	.561**	0.000	Highly Significant
Assurance	.667**	0.000	Highly Significant
Tangibility	.542**	0.000	Highly Significant
Empathy	.501**	0.000	Highly Significant
Responsiveness	.663**	0.000	Highly Significant
Restaurant services—common core			
Reliability	.456**	0.000	Highly Significant
Assurance	.597**	0.000	Highly Significant
Tangibility	.509**	0.000	Highly Significant
Empathy	.573**	0.000	Highly Significant
Responsiveness	.562**	0.000	Highly Significant
Food and beverage service			
Reliability	.600**	0.000	Highly Significant
Assurance	.436**	0.000	Highly Significant
Tangibility	.540**	0.000	Highly Significant
Empathy	.484**	0.008	Highly Significant
Responsiveness	.520**	0.000	Highly Significant
English language proficiency			
Reliability	.437**	0.000	Highly Significant
Assurance	.531**	0.000	Highly Significant
Tangibility	.656**	0.000	Highly Significant
Empathy	.503**	0.000	Highly Significant
Responsiveness	.492**	0.000	Highly Significant

Legend: Significant at p -value < 0.01

Table 4 presents the association between skill competencies and service quality of food and beverage hotel staff. It was observed that the computed rho-values indicates a moderate direct correlation, and the resulted p-values were all less than the alpha level. This means that a significant relationship exists and implies that the more competent the respondents on skill, the better is the service quality. It has been determined that there is a substantial and a significant association between the F&B service competencies and the common competencies having a p -value (0.000). This indicates that there is no major connection between the food and beverage service competencies and the issues that arise when providing the service. As a result, we can conclude that the null hypothesis is correct. The findings imply that the skills of F&B service workers do not have a link with the problems that were encountered while the service was being delivered. According to the research, it really matters if a person is competent when it comes to the challenges that are experienced that significantly related to the service quality having p -value (0.000). The five most common issues that patrons of a restaurant face, and they clarified that if patrons have the impression that recovery strategies are being given importance, they are more likely to have a positive impression of the organization. Therefore, whether workers in the food and beverage industry are competent is irrelevant considering the issues that have arisen.

When since eating out at restaurants is fundamentally a social experience, one of the most important aspects of the restaurant industry is the quality of the service that is provided. According to the findings of several research, the quality of the service is more significant to diners' overall pleasure than the quality of the meal. Upadhyai et al. (2019) argued that the quality of service has a substantial effect on eating pleasure at an aggregate market level, and this is especially true for individuals who are looking for healthy or experimental

meal options.

In addition, the quality of the service is judged in modern times in relation to the expectations and perspectives that customers have regarding the service that is being provided. According to Prakash (2018), it was discovered that the quality of food service provided to customers influences their level of satisfaction. Ramya et al. (2019) asserted that the quality of food service influences the way in which customers view a certain restaurant. According to Abbasi-Moghaddam et al. (2019), different customers can have very different experiences with the same food service, and the primary reason for this difference is the customers' perceptions of the food service that was delivered to them. In line with Uppal (2018), service quality is defined as the ability of an organization to satisfy its customers within the context of the determination of the specifications, characteristics, and requirements of service that satisfies the wants and needs of customers and goes beyond what they anticipate receiving. Furthermore, Medberg and Grönroos (2020), one of the essential factors contributing to service quality is the presence of this intangible component. Workers' levels of job satisfaction are affected by both their personalities and the extent to which they use social networking. The connection between cafeteria personnel and customers, including nice gestures such as greetings and high levels of responsiveness, cleanliness, and speedy service, is essential because it influences consumers' levels of satisfaction with the quality of the service. It is important to highlight the fact that those in charge of providing services on campus ought to work to improve the standard of those services to dissuade students from looking for alternative dining options off campus.

According to the findings of the study, the degree of guests' satisfaction with the overall quality of service was quite good. However, the most frequent fact is that the employee expertise and English proficiency is highly significant with a *p-value* (0.000). As a result, guests can confirmed that the staff should improve both its language capabilities and its conveniences. Some hotels have proposed that the management and other organizations in the industry should devise and implement a training program and curriculum. The front office employees at the hotel were the subject of this study's investigation of customers' expectations and perceptions regarding the quality of service provided by the hotel.

Table 5

Relationship between skill competencies and hotel guest experience in the time of COVID-19 Pandemic

Core & generic competencies	rho	p-value	Interpretation
Atmosphere-related attributes	.454**	0.000	Highly Significant
Service-related attributes	.583**	0.000	Highly Significant
Social-related attributes	.441**	0.000	Highly Significant
Behavioral intention-related attributes	.361**	0.000	Highly Significant
Satisfaction-related attributes	.392**	0.000	Highly Significant
Restaurant services—common core			
Atmosphere-related attributes	.549**	0.000	Highly Significant
Service-related attributes	.555**	0.000	Highly Significant
Social-related attributes	.546**	0.000	Highly Significant
Behavioral intention-related attributes	.259**	0.000	Highly Significant
Satisfaction-related attributes	.534**	0.000	Highly Significant
Food and beverage service			
Atmosphere-related attributes	.487**	0.000	Highly Significant
Service-related attributes	.603**	0.000	Highly Significant
Social-related attributes	.583**	0.000	Highly Significant
Behavioral intention-related attributes	.489**	0.000	Highly Significant
Satisfaction-related attributes	.532**	0.000	Highly Significant
English language proficiency			
Atmosphere-related attributes	.662**	0.000	Highly Significant
Service-related attributes	.601**	0.000	Highly Significant
Social-related attributes	.578**	0.000	Highly Significant
Behavioral intention-related attributes	.566**	0.000	Highly Significant
Satisfaction-related attributes	.605**	0.000	Highly Significant

Legend: Significant at *p-value* < 0.01

Table 5 illustrates the association between skill competencies and hotel guest experiences. It was observed

that the computed rho-values indicates a moderate direct correlation having a *p-value* (0.000). and the resulted p-values were all less than the alpha level. This means that there was significant relationship exists and indicates that the more competent the respondents on skill, the better the guests experience.

It was shown that the quality of the food and beverages offered was the second most important factor determining consumer happiness. To summarize, some of the potential implementations of the strategic plan could be offering a wider choice of nutritious products, modifying the temperature at which the food is served, and paying increased attention to the freshness of the goods that are for sale. This result agrees with the findings that Wei et al. (2021) had previously discovered that access to food in places of like hotels and restaurants might be difficult during the Covid-19 pandemic remarked that the provision of high-quality food service can contribute the overall experience. In addition, the operator of the food service at the hotels ought to devote a greater amount of attention to the ambience of the location. They need to consider the design of both the interior and exterior of the cafeteria to create an environment that is unhurried and inviting. This will help them bring in new customers and keep the ones they already have. The improvement of customer satisfaction in relation to the quality of the environment will not only lead to an increase in customer loyalty, but it will also lead to an improvement in the reputation of the facility, which is excellent for both of their businesses.

Kalaiselvi and Rani (2021) have conducted research on the experience of eating in the college dining hall about the health and happiness of guests and has placed an emphasis on the dining hall as a collaborative environment. Contemporary designs of hotels have adopted many of the features and effect to overall dining experiences These features, which include furnishings and the layout of the infrastructure of the space, facilitate a positive experience for users. This is one of several factors that drive social interaction.

In addition, consumers have a propensity to report the lowest levels of dissatisfaction with the price paid in relation to the quality of the food and beverage products that are supplied. The operator of the university's food service should work to improve the quality of the products that are served and should offer reasonable pricing to discourage customers from patronizing restaurants located off campus. If this occurs, there will be fewer sales overall, which will lead to a reduction in revenue over the long term. A higher level of customer satisfaction should lead to an increase in the intention to revisit or return as well as provide endorsements of the university food service facility through word of mouth. The great importance that customers place on the quality of the food service necessitates, from a managerial point of view, that the food service that is provided by the hotels should take into consideration the guests' insights and perceptions. The need for nutritious food and the quality of the environment, with particular attention paid to the coziness of the seating area, is a key lever for the kind of good and promising change that the guests want to see.

Table 6

Relationship between service quality of food and beverage hotel staff and hotel guest experience

Reliability	rho	p-value	Interpretation
Atmosphere-related attributes	.426**	0.000	Highly Significant
Service-related attributes	.633**	0.000	Highly Significant
Social-related attributes	.494**	0.000	Highly Significant
Behavioral intention-related attributes	.436**	0.000	Highly Significant
Satisfaction-related attributes	.428**	0.000	Highly Significant
Assurance			
Atmosphere-related attributes	.557**	0.000	Highly Significant
Service-related attributes	.635**	0.000	Highly Significant
Social-related attributes	.611**	0.000	Highly Significant
Behavioral intention-related attributes	.419**	0.000	Highly Significant
Satisfaction-related attributes	.432**	0.000	Highly Significant
Tangibility			
Atmosphere-related attributes	.480**	0.000	Highly Significant
Service-related attributes	.480**	0.000	Highly Significant
Social-related attributes	.480**	0.000	Highly Significant
Behavioral intention-related attributes	.480**	0.000	Highly Significant
Satisfaction-related attributes	.480**	0.000	Highly Significant

Exploring skills competencies and service quality to guest experience in food and beverage department of hotels

Empathy			
Atmosphere-related attributes	.480**	0.000	Highly Significant
Service-related attributes	.642**	0.000	Highly Significant
Social-related attributes	.690**	0.000	Highly Significant
Behavioral intention-related attributes	.639**	0.000	Highly Significant
Satisfaction-related attributes	.569**	0.000	Highly Significant
Responsiveness			
Atmosphere-related attributes	.498**	0.000	Highly Significant
Service-related attributes	.668**	0.000	Highly Significant
Social-related attributes	.641**	0.000	Highly Significant
Behavioral intention-related attributes	.461**	0.000	Highly Significant
Satisfaction-related attributes	.535**	0.000	Highly Significant

Legend: Significant at p-value < 0.01

Table 6 displays the relationship between service quality and hotel guest experiences. It was noticed that the computed rho-values indicates a strong direct correlation and the resulted p-values were all less than the alpha level. This means that significant relationship exists and reveals that the better the service quality, the better is the hotel guests experiences. Winning the interests of guests have emerged as the primary focus of attention for businesses all around the world. It is now the responsibility of management to ensure that customers are happy with their services. On the other hand, appeasing them is not a simple endeavor for a great number of different reasons. Their behavior may be influenced by elements like as the quality of the goods, the price, the quality of the service, and so on. In addition, as mentioned in the previous section, the level of pleasure experienced by customers can be affected by a multitude of elements, including the presence of technology, an emphasis on interaction, and physical characteristics of service. The degree to which customers are satisfied is also determined by the gap that exists between their expectations and their perceptions.

In addition, managers and business owners can breathe a sigh of relief once they understand the factors contributing to the contentment of their employees. As a result, one of my goals is to determine whether the various aspects of service quality have a substantial impact on the level of happiness experienced by customers. In the context of the F&B division, specifically the hotels in the NCR, this study investigates how customers perceive and anticipate the quality of service they receive at these establishments. When the researcher thinks of assessing the relationships between what consumers expect and what they experience in terms of service quality, the SERVQUAL model is the first thing that comes as a potential service quality model. Having said that, this model does not consider all of the factors that influence the quality of service provided by restaurants. As a result, another model that could provide an answer to the research question and assist in attaining the goal of the research. After that, the researcher concluded that the "DINESERV" model is the one that should be used for the investigation.

As discussed in the section on the methodology and the section on the review of the relevant literature, this instrument is a modification of the SERVQUAL instrument that was designed specifically for the F&B division. It contains items that measure the five different aspects of service quality. In the same way that SERVQUAL does, DINESERV is a gap theory model because it compares a service quality expectation index to a service quality perception index utilizing the exact same components Tripathi and Dave (2017).

This model incorporates several characteristics that are unique to the sector in which the researcher worked before as well as the subject of this study which are the hotel guests who experienced F&B service during the pandemic. The notion of the external validity of marketing concepts such as DINESERV has come into sharper focus in our increasingly globalized environment. To put it another way, do marketing concepts and theories based that explains the same events in other Truong et al. (2017) who assessed the applicability of their findings, and they also provide recommendations for further research in other nations.

The result of the analysis demonstrates that the components involved are loaded under the appropriate DINESERV dimension. This indicates that the model is measuring the appropriate component and that the instrument in question is a reliable one. In terms of ensuring the validity of DINESERV in cultures other than the western one, this is consistent with the findings this research, since the elements loaded in my research indicate

that they are assessing the correct item. In addition, a study carried out by Nguyen, et al. (2018) attempted to investigate the applicability of DINESERV in foreign-brand casual dining establishments situated within the context of Korean culture. On the other hand, they discovered that DINESERV is not an appropriate tool to use in the Korean setting. It has been discovered that there is an issue with the dimensionality of the model. The first issue that arose was the introduction of subdimensions into the tangibles factor. Parasuraman et al. (1991) discovered that this factor, which had been a unidimensional component of the initial SERVQUAL, had been subdivided into two separate subdimensions. However, in its research, it has developed three subdimensions, which are the menu of the restaurant, the appearance of the physical facilities and employees, and the comfort and cleanliness of the facilities. In addition, the responsiveness factor was engaged in the second problem with dimensionality. Within the scope of their investigation, responsiveness was never able to adequately express its own dimension, despite numerous attempts using various factor solutions. However, the results demonstrate that all of the dimensions measure the correct item and confirm the validity of DINESERV when applied in the cultural context hotels guests' experiences. The other significant problem that was investigated in this study was the connection that exists between the DINESERV and the various facets of service quality.

According to the findings of the study, all the five elements that make up the Dineserv model have a positive impact on customer satisfaction as related to service quality. The findings showed that all of service quality dimension $p=0.000$ as the most important factor influencing customer satisfaction with a restaurant's service quality. Guests of hotels included in the sample pay more attention to the assurance and empathy factors when evaluating the quality of the service they receive. Hotel guests want to feel that they can trust the restaurant and that the service provider is competent to provide the service and handle customers in a professional and competent manner; they expect to receive individual and quality attention from the staff of restaurants by being considerate towards customers' problems.

Hotel guests want to feel that the restaurant is competent to handle customers in a professional and competent manner. These aspects of quality are more significant by the customers, and as a result, they will serve as the primary determinants of the level of satisfaction experienced by the customers. On the other hand, the findings demonstrated that the aspects of service quality that have a substantial impact on customer loyalty are empathy, tangibles, and certainty. This means that satisfied customers are more inclined to refer and repurchase the services offered by the restaurant in question. In this extremely competitive industry, maintaining consistent levels of client loyalty is essential to the success of restaurants. Because customers have access to a wide variety of dining establishments, figuring out how to keep their patronage and encourage new customers to visit is essential. Restaurateurs and managers in this context should pay attention to the assurance, empathy, and tangibles of their restaurants' services and continually strive to increase the level of overall service quality of their restaurants, which will result in customers' satisfaction and loyalty. This will give them an advantage over their competitors and allow them to satisfy and keep their existing customers.

The findings of this study provide further evidence that a positive relationship exists between the criteria of service quality, customer satisfaction, and customer loyalty. Lastly, in addition to the result, it is advised that the DINESERV model can be an appropriate instrument for measuring the level of service provided by restaurants in the context of the F&B environment. Therefore, managers of restaurants can use this instrument to evaluate the level of service provided by their establishments. In addition, the findings of the current study could be utilized by managers of restaurants to enhance the marketing tactics they now use.

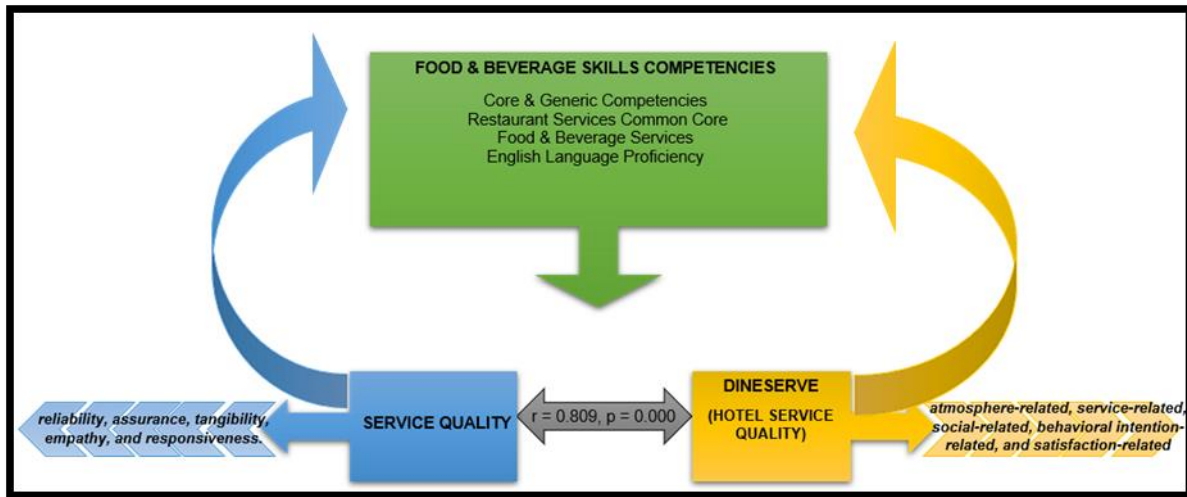


Figure 1. Perez's Food and Beverage Competency Framework for Professional Service Operation

A non-partial correlation was run to determine the relationship between service quality rendered by hotel staff and Hotel guest experience in the time of COVID-19 pandemic while controlling for skills competencies of hotel staff in Food and Beverage Division.

There was a moderate positive partial correlation between between service quality rendered by hotel staff (4.64 ± 0.405) and hotel guest experience in the time of COVID-19 pandemic (4.73 ± 0.343) while controlling for skills competencies of hotel staff in Food and Beverage Division (4.64 ± 0.356) which was statistically significant $r = 0.454, p = 0.000$. This relationship is being represented by a greyed double headed arrow that presents neutrality and its relationship with each other, that further explains that in every service quality being rendered by the hotel's food and beverage staff there is a direct effect to the hotel guest experience during covid-19. This is very evident that during the pandemic the standard operating procedures (SOP) is being greatly affected as we can compared this to the pre-pandemic of food and beverage sequence as well as in terms of service like social distancing, limitation of some capacity of restaurants, as well as ventilations, and the wearing of mask by the staff as the thru sense of service can also be seen thru gestures and smile of the said employees. In addition, the service quality was represented by a blue box that encapsulates the five factors affecting it namely the reliability, assurance, tangibility, empathy, and responsiveness of the hotel staff towards its guests.

In addition, hotel experience can also be a factor that may contribute to the relationships whether the staff can also feel the difference between the style of service that they are rendering before the covid-19 pandemic as to compare to this current situation of the industry. The hotel's assurance that all employees as being 100% fully vaccinated is also a factor that may affect the hotel experience e as most of the guests are in doubt availing hotel service as food and beverage division has a direct contact to guest as to compared to the font office staff. This hotel experience is also correlated to the DINESERVE model that the researcher used as well as the five factors affecting it namely the atmosphere-related, service-related, social-related, behavioral intention-related, and satisfaction-related that completes the said major variable.

However, upon further test, it showed that there was a statistically significant, strong positive correlation between service quality rendered by hotel staff and Hotel guest experience in the time of COVID-19 pandemic, $r = 0.809, p = 0.000$, indicating that skills competencies of hotel staff in Food and Beverage Division had a greater influence in controlling for the relationship between service quality rendered by hotel staff and Hotel guest experience in the time of COVID-19 pandemic. This greater influence is being represented by a single headed arrow from each two major variables-the service quality which represented by blue arrow and hotel guest experience to skills competencies represented by yellow arrow which both leading to the food and beverage skills competencies that combining the two colors will result into a green one that represents hereon by the said

competencies. This means that the skills competencies during the Covid-19 pandemic is also significant in providing service excellence in the food and beverage division. These skills are the restaurant, F&B skills, common and core competencies standardized by the ASEAN-MRA and the TESDA, and the English language as a medium of communication towards each guest. It can also be further explained that the pandemic is not a total hindrance, a barrier, or even a constrains in providing service excellence and attaining excellent hotel experience from the end of the guests. A simple review may just be done and embedded to the training regulations, or the TR set by the TESDA to each student who will take the different Food and Beverage National Certificate (across all levels) that will be part of the industry and be more resilient to any pandemic and be more future proof ready.

4. Conclusion and recommendation

Based on the result, the skills competencies of F&B hotel staff, in terms of core and generic competencies, restaurant services common core, food and beverage services, and English language proficiency are all excellent as rated by the hotels guests. From the assessment of hotel guests, the service quality rendered by F&B hotel staff, in terms of reliability, assurance, tangibility, empathy, and responsiveness are excellent in attaining their everyday deliverables in the food and beverage division. There is an excellent assessment of hotel guest's experience in the time of COVID-19 pandemic in terms of atmosphere-related attributes, service-related attributes, social-related attributes, behavioral intention-related attributes, and satisfaction-related attributes. Lastly, based on the result, it showed that there was a significant, strong positive correlation between service quality rendered by hotel staff and Hotel guest experience in the time of COVID-19 pandemic, indicating that ill's competencies of hotel staff in Food and Beverage Division had a greater influence in controlling for the relationship between service quality rendered by hotel staff and Hotel guest experience in the time of COVID-19 pandemic.

During the pandemic, the post pandemic, the new normal, and beyond, as well as the leniency of the alert levels in the NCR region and nearby regions, the hotel guest will be more diverse and will be limited to leisure, travelers, staycations but also from the quarantine side of the facilities, thus, the hotel may still continue different health and safety protocols to mitigate and prevent the spread of any food-borne illnesses and related communicable diseases. The skills competencies of F&B hotel staff, in terms of core and generic competencies, restaurant services common core, food and beverage services, and English language proficiency should be further strengthened by redefining and giving a refresher onsite training to each food and beverage staff, incorporate the different updates on how to mitigate and prevent related illnesses, and to retrain them with different updated training regulations provided by the different certification bodies or agencies both locally and in international standards. The service quality rendered by F&B hotel staff, in terms of reliability, assurance, tangibility, empathy, and responsiveness can be also further strengthened by giving different related training and development programs related to customer service and add more different certifications that are aligned with local and international standards. To further strengthen the hotel guest's experience in the time of COVID-19 pandemic, the hotel may upgrade the facilities and equipment that will facilitate the atmosphere-related attributes, service-related attributes, social-related attributes, behavioral intention-related attributes, and satisfaction-related attributes, as well as with the concern with health and safety protocols set forth by the local, national- by the IATF and by the World Health Organization. The management of the hotel together with its employees may review the different choices, as well as different attributes, demographics, and psychographic preferences of the guests to adapt in different outside or external forces that may affect the operations of the hotel. A proposed framework may be reviewed for the enhanced implementation of the food and beverage service in the time of pandemic and beyond. Lastly, future researchers may conduct similar study, however, they may use different variables that may be fitted in terms of psychographic segmentation, test or hypothesis, research design, as well as the post pandemic factors that are not present to this study.

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