

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 is a 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 unique because it uses sign language.

The objective of this study is to determine the level of the quality service provided by waiters with deaf disabilities at the Burger King Sunset Road Kuta restaurant, Badung. Data was obtained through the distribution of questionnaires to 100 respondents.

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.

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 day. Burger King customers love the products and services provided because the restaurant is known for serving good standard quality and moderate priced product. According to the company, Burger King was started in 1954 by James W. McLamore and David Edgerton in Miami. Today, Burger is one of the largest fast food restaurants in the world (sources: [Burger King Corporation | History & Facts | Britannica](#)).

Currently there are ten Burger King branches in Bali (<https://www.loveindonesia.com/directory/id/bali/branch/burger-king/86>), spread across locations, namely at Burger King at Ngurah Rai Airport, Beach

Walk Legian, Sunset Point Legian, Level 21 Legian, Kuta Square, Sunset Road Kuta, Teuku Umar Denpasar, Jimbaran Sidewalk, Sesetan 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, the reason Burger King Sunset Road employs people with disabilities (PwD) 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. 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 set of consumer assessment or feeling 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.

Research Question

Based on the background description, 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".

Literature Review

Society has become more open and accepting of persons with disabilities (PwD) employed in consumer-facing service positions. This is because PwD is considered as trustworthy, reliable and competent as employees without disabilities. This provides support to human resource management in recruiting and strategically positions PwD to a frontline position to directly serve consumers. PwD is considered worthy to represent the company's image, and consumers generally consider their services to meet the criteria as professional and reliable. (Kalargyrou et al, There are several studies that show that people with disabilities (PwD) are potentially twice as unemployed as those without disabilities (Kalargyrou, 2014). Furthermore, there is the fact that the income of PwD households is smaller than the income of households of people without disabilities (Harkin, 2014). Currently there is a tendency that people and consumers prefer companies that employ PwD (Siperstein et al., 2006). Therefore, in the hospitality industry, hiring employees with disabilities is an initiative that not only helps build a positive image for the company, but lowering unemployment and improving life expectancy among people with disabilities.

Qualitative research shows that hospitality managers and hospitality employers often have concerns about the competence or ability of people with disabilities to carry out the frontline service tasks needed to carry out the work (Bruyere et al, Gröschl, Houtenville & Kalargyrou, in Kalargyrou et al: 2018). For example, the results of qualitative research by Gröschl (2007) found that managers and employers have concerns about the competence and capacity of people with disabilities that may not meet the criteria required for certain types of jobs in the hospitality industry. Hospitality managers and employers also have concerns about the costs of accommodating facility needs, the training needs of people with disabilities and the costs incurred due to workplace injuries due to their sensory limitations (Houtenville & Kalargyrou, 2012).

Although employers show positive attitudes and willingness towards workers with disabilities, they still discriminate in the recruitment process of these people with disabilities (Burke, et al, 2013). There are other studies that show that most managers and employees have negative perceptions of PwD recruitment (Hui, et al, 2020). In addition, there are studies that find that the type or type of disability plays an integral factor in the process of discrimination against PwD

recruitment (Bjornshagen & Ugreninov, 2021). The results of this study concluded that their attitudes were influenced by the type of disability suffered by employees, and also influenced by the understanding that some types of work would be more appropriate for people with certain disabilities compared to people with other disabilities (Nota, et al, 2013). However, employers whose companies acquire a positive image for hiring people with disabilities recognize that hiring people with disabilities has an overall positive influence on their business (Piramanayagam & Seal, 2021).

Providing opportunities for persons with disabilities (PwD) to participate in the workforce will reduce poverty; this is because PwD will become more independent thereby reducing the financial burden on their families, and as a result, they will be able to contribute and actively participate in society like those who are not disabled (Awad, et al, 2023). This fact will hopefully encourage employers to hire people with disabilities and give them equal opportunities as citizens and citizens of society in development.

Recruiting PwD as a company employee can increase the number of loyal customers, which will have a positive impact on revenue and sales, and affect the company's financial success (Awad et al, 2023). In addition, there are research results that show that three dependent variables consisting of quality, loyalty, and brand image are positively influenced by the direct impact when served by employees with disabilities. Consumers served by staff members with disabilities positively impact brand image. Employing people with disabilities can increase the ethical value and concern of companies for communities that need company rocks (Awad, et al, 2023).

Customers tend to evaluate hospitality employees with disabilities as having lower work competencies than employees without disabilities. Furthermore, customers tend to evaluate hospitality employees with disabilities lower than employees without disabilities with service failures caused by constraints due to disabilities (Madera et al, 2019). On the other hand, hiring people with disabilities in the company will strengthen customer loyalty to the brand or company image. Employing people with disabilities as employees will have a positive effect on the quality perceived by the company's consumers (Awad et al, 2023).

People with Disabilities (PwD).

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 & Widiastuti, 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 on 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 different types of disabilities that can lead to discrimination from those who are not disabled. This type of disability varies from visible to invisible (Vornholt et al., 2018).

The types of people with disabilities according to State Law Number 8 of 2016 in Article 4 Paragraph (1) as follows: 1. People with physical disabilities are people who have impaired 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, and 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 (Syamsiyah, Ali, & Susilo (2018: 16-17).

Employees with Disabilities

Consumer attitudes towards companies that use PwD vary widely. Of the 75 percent of respondents, research that has been served directly by employees with disabilities shows that 95 percent of the 75 percent of respondents think companies that employ PwD get positive benefits (Siperstein et al. (2006). 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). Consumer purchase intent was higher in restaurants that employed a large number of disabled service staff (Kuo and Kalargyrou (2014).

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). Various negative views or discrimination in the workplace are commonly associated with employees with disabilities. The most common discrimination is the view that employees with disabilities are less competent than those without disabilities (Rohmer & Louvet, 2018). Research shows that social assessment of people with disabilities runs along two dimensions, namely the warmth dimension and the competence dimension, but in

the context of work, the assessment of disabled workers is strongly related to competence (Louvet, Rohmer, & Dubois, 2009).

The results of Louvet's (2007) research found that employees with disabilities are considered less competent than employees without disabilities for jobs that involve contact with customers and interpersonal contacts. This perception is stronger for workers who have visible disabilities (for example, an employee who uses a wheelchair). This condition then has the potential to inflict fear, anxiety, discomfort, and social avoidance on potential customers if the company hires employees with disabilities. Similarly, the results of a study from Lyons et al. (2016) found that employees with disabilities are considered less competent to handle various jobs that require high interpersonal contact with customers. Previously, Gröschl's (2007) research found that managers and employers share concerns that people with disabilities may not have certain knowledge, skills or abilities that are important to the hospitality industry. Hospitality managers and employers also report concerns about the increased costs of accommodating the special needs of people with disabilities and the increased potential cost of workplace injuries if hiring people with disabilities (Houtenville & Kalargyrou, 2012). On the consumer side, the study found that 92% of consumers feel better about companies that employ individuals with disabilities, and 87% agree that they would rather give their business to organizations that employ PwD.

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) concerning 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, state-owned enterprises, and regionally owned enterprises 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 communicating.
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 low 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.

Service Quality

Service quality is the conformity between customer expectations for the promised products and services and the reality of the services they receive (Lupiyoadi in Indrasari, 2019: 62). Service quality is a perception resulting from a comparison between expectations of service quality to customers with company performance felt by customers (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. Finally, 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 hospitality industry.

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 order to meet 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)

Consumer Satisfaction

Consumer satisfaction described as the level of a person's feelings after comparing the performance of the service or product given by company with his expectations (Indrasari, 2019: 87). Satisfaction is a condition of customer when quality that offer by the company meets or exceeds his expectations. Conversely, if quality does not meet consumer expectations, satisfaction is not achieved (Indrasari, 2019: 87). Consumers who are dissatisfied with the goods or services

they consume will indirectly considering to purchase other companies product that are able to provide their needs. Meanwhile, according to Trimurti & Utama (2020: 23-24), Customer satisfaction is described as the customer's assessment of the benefits of the goods or services he consumes compared to the costs he incurs. 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 service products received and expected (Schisffman & 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 much more profitable for a company to retain its loyal customers than to constantly strive to attract new customers through various attempts 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 (Schisffman & Kanuk in Indrasari, 2019: 85).

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.

Results and Discussion

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 1 describes the characteristics of waiters/ess.

Table 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 1, it 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.

Characteristics of Respondents

Table 2 sets out the characteristics of respondents by gender, age and occupation.

Table 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%
		<i>Freelancer</i>	1	1%
		Photographer	1	1%
		Human Resources Manager	1	1%
		Asistant manager	1	1%
		Online motorcycle taxi	1	1%
		<i>Cook</i>	1	1%
		Model	3	3%
		Editor	2	2%
		<i>Content creator</i>	2	2%

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

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.

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

Table 3 below presents the tabulated results of a research questionnaire on consumer assessment of the quality of service for waiters with deaf disabilities.

Table 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
		V B	B	A	G	V G	
1	Physical appearance (Tangible)						
	Restaurant facilities provided according to consumer needs	0	2	1 3	4 7	3 8	100
	Clean and tidy appearance of the waiter	1	0	1 1	4 5	4 3	100
	Cleanliness and comfort of restaurant facilities	1 4	1 6	2 3	2 4	2 3	100
2	Reliability						
	The information provided by the waiter to consumers is true and can be accounted for	5	1 0	3 7	2 1	2 7	100
	Accuracy of waiters in receiving order information	1 9	1 5	2 2	2 6	1 8	100
	Clarity of information provided by waiters to consumers	2 3	4	2 0	3 0	2 3	100
3	Responsiveness						
	The ability of waiters to meet consumer demand	1	2	2 7	4 1	2 9	100
	Responsiveness of waiters in handling if something goes wrong in taking orders	0	3	2 4	3 5	3 8	100
	Waitress' alacrity in handling complaints	1	3	2 7	4 3	2 6	100
4	Courtesy						
	Waiter etiquette in welcoming consumers	1	0	1 7	4 1	4 1	100
	The friendly attitude of the waiter to consumers	1	0	9	4 8	4 2	100
	Courtesy of waiters in providing service	1	1	2 0	3 9	3 9	100
5	Access						
	Ease of getting product information from waiters	1 4	1 2	2 6	2 3	2 5	100
	Ease in ordering food and beverage products to waiters	3	2 3	3 6	1 6	2 2	100

Ease of contacting the waiter	1	3	3	3	3	100
			0	3	3	

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

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

Based on the explanation in Table 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 below describes the average (mean) of consumer assessment of service quality indicators of waiters with deaf disabilities.

Table 4

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

No	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
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	3,8	Good

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

Based on the exposure of the data in Table 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 5 below.

Table 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 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).

Discussion

Based on the description of the data shown by Table 2 to Table 5, it is described as follows:

The data in Table 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 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. Swiftiness 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.

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. The performance of this indicator is considered very well by consumers because the infrastructure and service facilities at Burger King are very complete. Furthermore, the ethics, friendliness and behavior of waiters with deaf dissabilities also obtained very well assessment criteria because the work motivation and hospitality of these waiters are very sincere from a deep heart when serving 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. The performance of this indicator is obtained because the waiter has obtained various job training programs provided by the management and there is a high learning intention from the waiter with deaf dissabilities.

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. The performance of this indicator that is still not optimal is obtained due to the following things, including: limited work ability of waiters with deaf dissabilities in serving visitors in large numbers, so they often do not focus on monitoring the cleanliness of visitors' tables and chairs. The performance of this indicator that is still not optimal is obtained due to the following things, including: limited work ability of waiters with deaf dissabilities in serving visitors in large numbers, so they often do not focus on monitoring the cleanliness of visitors' tables and chairs.

In terms of service quality dimensions, each dimension obtains the following criteria: Physical appearance (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. This study suggests that service supervisors at Burger King Sunset Road Kuta should more often monitor the cleanliness and tidiness of the restaurant area, especially during peak consumer hours so that visitors feel more comfortable in enjoying dishes inside the restaurant.

3. Burger King Sunset 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.
4. 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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