Abstract

Objective. The purpose of the study is to obtain the customer preference on service personnel behavior. The research purpose is also to compare the perspective of customer perception between Singapore and Jakarta.

Method. Following the original method of Mikyoung Kong and Giri Jogaratnam, 300 questionnaires consisting of 150 questionnaires for Singapore sample and 150 questionnaires for Jakarta sample were distributed to respondents with aged 18 to 36 and above. Data were then analyzed using exploratory factor analysis which was principle component analysis.

Results. There are differences found between Singapore and Jakarta customer perspective on service personnel behavior. There were 4 components which labeled as Civility, Personalization, Courtesy and Customization. As for Jakarta sample, 5 components were extracted which include 4 similar components labeled as same as Singapore finding with the inclusion of additional factor labeled as Formality. In addition the perspective of Jakarta people towards Personalization was negative in contrast to Singapore.

Conclusion. Restaurateur could train and manage the service personnel to apply positive behavior towards customer and avoid the unnecessary behavior during service encounter.

Key words. Customer satisfaction, Service, Employee behavior, Food service, Restaurants