

OPTIMIZING BANQUET SERVICE FLOW: A STUDY OF STAFF TRAINING AT WESTIN MANILA

ABSTRACT

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This study explores the effectiveness of staff training in optimizing banquet service flow at Westin Manila. It evaluates existing training practices, identifies operational challenges, and proposes enhancements to improve service efficiency. In the competitive hospitality industry, delivering exceptional service is essential for guest satisfaction and business success. Banquet services, which involve formal meals for large groups, demand precise coordination, teamwork, and service quality. Although Westin Manila aims to deliver high standards, operational issues continue to affect service flow. This research investigates these issues and examines how the training program influences staff performance. A descriptive quantitative survey design was used, involving 25 banquet staff members at Westin Manila. Respondents completed a structured questionnaire assessing training effectiveness across key areas: technical skills, service orientation, guest relations, and product knowledge. Demographic data such as age, sex, and civil status were also collected. Data were analyzed using frequency distribution, percentages, and weighted mean to evaluate training outcomes and operational concerns. The training program was found to be generally effective in developing essential competencies. High composite mean scores were recorded across all training areas, ranging from 3.43 to 3.67. However, several operational challenges persisted. Staff reported issues such as equipment shortages, difficulty in multitasking, and limited flexibility in handling last-minute changes, which hindered the smooth flow of banquet services despite adequate training. The findings suggest that while the training program effectively strengthens staff capabilities, additional focus is required on resource management and adaptability to operational demands. Addressing challenges related to equipment availability, multitasking efficiency, and reactive protocols is essential to optimize overall banquet service performance. Enhancing these aspects could further elevate service quality and guest satisfaction at Westin Manila.

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