

THE IMPACT OF MIXOLOGY TRENDS ON BARTENDING SKILL DEVELOPMENT AND CUSTOMER ENGAGEMENT IN SELECTED MIXOLOGY BAR

ABSTRACT

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The cocktail industry is rapidly evolving, driven by trends such as molecular mixology, craft cocktail innovation, and sustainability. These developments require bartenders to cultivate advanced skills in creativity, precision, and environmental responsibility. As customers increasingly seek unique, visually striking, and ethically crafted drinks, bartenders must balance innovation with consistency and cost-effectiveness. This study examined the impact of emerging mixology trends on bartender skill development, customer engagement, and training effectiveness, with particular emphasis on sustainable practices and practical strategies for small bars operating with limited resources. This study employed a descriptive research design with a quantitative approach to investigate how mixology trends influence bartending practices. Data were collected through a structured survey using a Likert scale, enabling respondents to indicate their level of agreement or disagreement with statements related to cocktail creation, presentation, and skill requirements. The study found that emerging mixology trends significantly enhance bartender skills and customer engagement. Respondents reported that new techniques and ingredients improved creativity and adaptability, with high ratings for skill development ($M = 3.68$) and innovation ($M = 3.56$). Customer experiences were elevated through novelty ($M = 3.60$), creative presentations ($M = 3.80$), and flavor complexity ($M = 3.52$). Trends also improved service efficiency ($M = 3.60$) through tools such as batch preparation and digital aids. Overall, mixology trends contribute to bartender development while simultaneously increasing customer satisfaction. The study demonstrates that modern mixology trends enhance both bartender skills and customer engagement. Bartenders reported that new techniques foster continuous learning, creativity, and innovation. These trends enrich customer experiences through novelty, visual appeal, flavor complexity, and efficient service. Creative presentations and distinctive flavors were found to boost satisfaction, while innovative tools improved service speed without compromising quality. The findings underscore the importance of trend-focused training and cost-effective innovation, particularly for small bars, to elevate service standards and enhance customer satisfaction.

RECOMMENDED CITATION

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