

IMPACT OF BARTENDER SKILLS ON THE CUSTOMER LOYALTY: BASIS FOR A PROPOSED CUSTOMER RETENTION PLAN

ABSTRACT

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The hospitality industry remains one of the fastest-growing sectors worldwide, playing a vital role in economic development, job creation, and tourism growth. However, globalization and evolving customer expectations have intensified competition across the sector. To remain competitive and ensure long-term sustainability, establishments such as bars, restaurants, and hotels must consistently elevate their service quality, innovate their offerings, and prioritize customer satisfaction to retain loyalty and stand out in a crowded market. The researchers adopted a descriptive research design and employed purposive sampling to identify the appropriate target population. To collect relevant data, a survey was conducted as the primary method of data gathering. The researchers designed structured questions to ensure that the information obtained aligned with the objectives of the study. Data collection was carried out through face-to-face interviews, allowing for better engagement and more accurate responses from participants. The majority of respondents strongly agreed on the importance of various skills within the hospitality industry. In terms of communication skills, active listening was recognized as essential for understanding customer needs and delivering appropriate service. For mixology skills, respondents emphasized that proper muddling techniques enhance drink quality by extracting flavors from fruits, herbs, or spices. They also noted that the ability to balance flavors—such as sweet, sour, salty, and bitter—requires a refined palate, and that knowledge of appropriate glassware and serving temperature improves drink presentation and customer satisfaction. In the area of flairtending skills, most participants strongly agreed that the simultaneous use of multiple bottles or tools contributes to a dynamic and visually engaging performance. Regarding customer loyalty, excellent customer service was seen as a key factor in converting one-time buyers into loyal customers through prompt, effective, and empathetic support. Finally, for customer satisfaction, respondents agreed that personalized service tailored to individual needs leads to higher satisfaction levels. A skilled bartender contributes significantly to the overall customer experience by creating a warm, friendly, and welcoming atmosphere. Their approachable demeanor helps establish a positive connection with guests, making them feel valued and comfortable. Customer satisfaction is not only a key outcome of excellent service but also a strong indicator of customer loyalty. Bartending skills—ranging from crafting quality drinks to providing attentive and engaging service—are essential in fostering loyalty. When customers receive great service in a pleasant environment, they are more likely to return, recommend the venue to others, and remain loyal over time.

RECOMMENDED CITATION

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