

## INTISARI

Hotel The Alana Surabaya merupakan hotel berbintang empat di Kota Surabaya yang telah berdiri sejak tanggal 7 juli 2013. Hotel The Alana Surabaya mulai melepaskan diri dari Archipelago International menggunakan nama *brand by Aston*. Laporan Kerja Lapangan ini bertujuan menggambarkan dan mengidentifikasi penerapan *service excellence* untuk meningkatkan loyalitas pelanggan Hotel The Alana Surabaya. Teori *service excellence* yang digunakan terdiri dari 6 prinsip, yaitu : visi dan misi, tujuan perusahaan, standar pelayanan, strategy pembelajaran, keselarasan perusahaan, pengukuran dan tanggung jawab pimpinan

Laporan Kerja Lapangan dapat disusun dengan cara melakukan praktek kerja lapangan di Hotel The Alana Surabaya. Praktek Kerja Lapangan dilakukan selama 4 bulan pada bagian *Operator, Reservasi, Receptionist, Guest Relation Officer (GRO)* untuk melakukan pengamatan selama kerja lapangan.

Berdasarkan pengamatan serta pengalaman selama melakukan kerja praktek lapangan, diketahui bahwa *Operator, Reservasi, Receptionist, Guest Relation Officer (GRO)* di Hotel The Alana Surabaya sebagian besar memenuhi seluruh prinsip *service excellence*. Masalah-masalah kecil masih dapat ditemukan, tetapi dapat diselesaikan dengan solusi yang tepat

Kata Kunci : *Operator, Reservasi, Receptionist, Guest Relation Officer (GRO).*, *Service Excellence*,

## ABSTRACT

*Hotel The Alana Surabaya is a four-star hotel in Surabaya that has been established since 7 July 2013. Hotel The Alana Surabaya began to break away from Archipelago International using brand name by Aston. This Field Work Report aims to describe and identify the application of service excellence to improve customer loyalty of The Alana Hotel Surabaya. The service excellence theory used consists of 6 principles, namely: vision and mission, company goals, service standards, learning strategy, corporate alignment, measurement and responsibility of the leadership*

*Field Work Report can be prepared by doing field work practice at The Alana Hotel Surabaya. The Field Work Practice is carried out for 4 months on the Operator, Reservation, Receptionist, Guest Relation Officer (GRO) to observe during field work.*

*Based on the observation and experience during field work practice, it is known that the Operator, Reservation, Receptionist, Guest Relation Officer (GRO) at The Alana Surabaya Hotel mostly fulfill all the principle of service excellence. Small problems can still be found, but can be solved with the right solution*

*Keywords: Operator, Reservation, Receptionist, Guest Relation Officer (GRO)., Service Excellence, Hotel The Alana Surabaya*