

INTISARI

Hotel The Alana Surabaya merupakan salah satu hotel berbintang empat yang berada di daerah Surabaya Timur yang didirikan sejak tanggal 07 Juli 2013, di mana berada di bawah naungan manajemen oleh Aston International juga dikenal dengan Archipelago International. Laporan kerja lapangan ini bertujuan untuk mengetahui gambaran *service failure* dan aktivitas *service recovery* pada *front office department* di Hotel The Alana Surabaya. Aktivitas *service recovery* yang digunakan yaitu respon, informasi, tindakan, dan kompensasi.

Laporan kerja lapangan dapat disusun dengan cara melakukan praktek kerja lapangan di Hotel The Alana Surabaya yang terletak Jl. Ketintang Baru I No. 10 – 12, Surabaya. Praktek kerja lapangan dilakukan selama 4 bulan pada *front office department* di 4 bagian yaitu *guest service agent (GSA)*, *guest service officer (GRO)*, *operator*, dan *reservationist*. Pengamatan selama melakukan kerja lapangan akan digunakan untuk membahas lebih dalam mengenai gambaran *service failure* dan aktivitas *service recovery* pada *front office department* di Hotel The Alana Surabaya.

Berdasarkan pengamatan serta pengalaman selama melakukan kerja praktek lapangan, diketahui bahwa *front office department* di Hotel The Alana Surabaya sudah memenuhi seluruh aktivitas dalam *service recovery*. Hambatan dalam melakukan proses *service recovery* masih tetap dihadapi, namun dapat diselesaikan dengan mudah.

Kata Kunci : *Front office department*, *Service recovery*, *Service failure*
Hotel The Alana Surabaya

ABSTRACT

The Alana Surabaya Hotel is one of a four star hotel in East Surabaya which has been standing from July 23th 2013, where is managed by Aston Internation also known as Archipelago International. This internship report is aim to know the representation of service failure and activity of service recovery on front office department in The Alana Surabaya Hotel. The activity of service recovery that used, namely respon, information, action, and compensastion.

The internship report was done by conducting internship in The Alana Surabaya Hotel which is located in Ketintang Baru I Street, no 10 – 12, Surabaya. This internship was conducted for 4 months on front office department in 4 division, namely guest service agent (GSA), guest service officer (GRO), operator, and reservationist. Observation during internship program will be used to deeply discuss about the representation of service failure and activity of service recovery on front office department in The Alana Surabaya Hotel.

Based on obeservation and experience during internship, can be known that front office department in The Alana Surabaya Hotel has fulfilled all conditions in every activity of service recovery. Barriers in the service recovery process are still faced but can be solved easily.

Keywords : Front office department, Service recovery, Service failure, The Alana Surabaya Hotel.