

ABSTRACT

This report aims to describe analysis of service quality on department food and beverage at hotel Artotel Surabaya. Artotel Surabaya is the first property of Artotel Indonesia under the auspices of PT. Graha Samara. Artotel has been established since July 7, 2012 in Surabaya by Erastus Radjimin and Christine Radjimin. The experience and knowledge for 5 years make Artotel a hotel that consistently provides the best service to every guest. One of the services provided by the hotel in the form of food and beverage service is divided into 2 types, namely food and beverage product and food and beverage service. The success of Artotel lies in the hotel's ability to apply service quality as measured by the standard operational procedure in the food and beverage service section. Staff food and beverage service is required always maintain the quality of service by applying all standard operational procedures. Fieldwork reports are structured to describe food and beverage service staff applying service quality in serving the guests.

Based on the observation and analysis during the internship, it is known that the food and beverage staff meets the indicators contained in each dimensions in the service quality. Service in Artotel shows the match between theory of service quality with actual service given by food and beverage staff. However, there are some indicators that its application is not perfect.

Keywords: Hotel, Service Quality, Food and Beverage, Standard Operational Procedure, Artotel.

INTISARI

Laporan ini bertujuan menggambarkan analisis *service quality* pada *department food and beverage* di Hotel Artotel Surabaya. Artotel Surabaya merupakan properti pertama dari Artotel Indonesia dibawah naungan PT. Graha Samara. Artotel telah berdiri sejak tanggal 7 Juli 2012 di Surabaya oleh Erastus Radjimin dan Christine Radjimin. Adanya pengalaman dan pengetahuan selama 5 tahun menjadikan Artotel sebagai hotel yang secara konsisten memberikan layanan terbaik kepada setiap tamu. Salah satu layanan yang diberikan hotel berupa layanan *food and beverage* yang terbagi menjadi 2 jenis, yaitu *food and beverage product* dan *food and beverage service*. Keberhasilan Artotel terletak pada kemampuan hotel dalam menerapkan *service quality* yang diukur dari *standard operational procedure* pada bagian *food and beverage service*. *Staff food and beverage service* dituntut selalu menjaga kualitas layanan dengan cara menerapkan seluruh *standard operational procedure*. Laporan kerja lapangan disusun untuk mendeskripsikan *staff food and beverage service* mengaplikasikan *service quality* dalam melayani tamu.

Berdasarkan pengamatan serta analisis selama melakukan *internship*, diketahui bahwa *staff food and beverage service* dapat memenuhi seluruh kondisi yang dituangkan dalam setiap dimensi *service quality*. Layanan di Artotel menunjukkan adanya kesesuaian antara teori *service quality* dengan layanan aktual yang diberikan oleh *staff* Artotel. . Namun, terdapat beberapa dimensi yang penerapannya kurang sempurna.

Kata kunci: *Hotel, Service Quality, Food and Beverage, Standard Operational Procedure, Artotel.*