

## INTISARI

*Java Paragon Hotel and Residences* Surabaya merupakan hotel bintang empat di Surabaya yang berdiri pada tanggal 8 Agustus 2008. *Java Paragon Hotel and Residences* Surabaya merupakan salah satu Hotel yang berada di bawah manajemen *Reveur Hospitality* ini merupakan salah satu perusahaan manajemen hotel yang sedang berkembang. Laporan Kerja Lapangan ini bertujuan untuk mengetahui upaya untuk menciptakan *customer delight* pada tamu VIP di *Java Paragon Hotel and Residences* Surabaya. Teori *customer delight* yang digunakan dilihat dari 7 indikator yaitu: *express genuine interest, offer sincere and specific compliments, share unique knowledge, convey authentic enthusiasm, use appropriate humor, provide pleasant surprise, dan deliver service heroics.*

Laporan kerja lapangan dapat disusun dengan cara melakukan praktek kerja lapangan di *Java Paragon Hotel and Residences* Surabaya yang terletak di jalan Mayjend Sungkono 101-103 Surabaya. Praktek Kerja Lapangan dilakukan selama 4 bulan pada bagian *Guest Relation Officer (GRO)*. Pengamatan selama melakukan kerja lapangan akan digunakan untuk membahas lebih dalam mengenai upaya menciptakan *customer delight* pada tamu VIP *Java Paragon Hotel and Residences* Surabaya.

Berdasarkan pengamatan serta pengalaman selama melakukan kerja praktek lapangan, diketahui bahwa *Guest Relation Officer (GRO)* di *Java Paragon Hotel and Residences* Surabaya sudah memenuhi seluruh indikator pada *customer delight*. Masalah-masalah kecil masih dapat ditemukan, tetapi dapat diselesaikan dengan mudah.

Kata Kunci: *Customer Delight, Guest Relation Officer (GRO), Java Paragon Hotel and Residences* Surabaya

## ABSTRACT

*Java Paragon Hotel and Residences Surabaya is a four star hotel in Surabaya which has been standing from August 8<sup>th</sup>, 2008. This hotel is managed by Reveur Hospitality which is one of the growing hotel management company. This internship report is aim to know the efforts to creating customer delight to VIP's guest in Java Paragon Hotel and Residences Surabaya. Customer delight theory that used can be seen by 7 indicators, namely : express genuine interest, offer sincere and specific compliments, share unique knowledge, convey authentic enthusiasm, use appropriate humor, provide pleasant surprise, and deliver service heroics.*

*The internship report was done by conducting internship in Hotel Java Paragon Hotel and Residences Surabaya which is located in Surabaya at Jalan Mayjend Sungkono no. 101-103. This internship was conducted for 4 months on Guest Relation Officer (GRO). Observation during internship program will be used to discuss about the efforts to creating customer delight to VIP's guest in Java Paragon Hotel and Residences Surabaya.*

*Based on obeservation and experience during internship, can be known that Guest Relation Officer (GRO) in Java Paragon Hotel and Residences Surabaya able to meet all conditions in every indicators of customer delight. Small problems still can be found, but easily can be solved.*

*Keywords : Customer Delight, Guest Relation Officer (GRO), Java Paragon Hotel and Residences Surabaya*