

INTISARI

Sheraton Surabaya Hotel & Towers merupakan hotel berbintang lima di Surabaya yang telah berdiri sejak tanggal 15 Januari 1995. Hotel yang berada dibawah manajemen Starwood Hotel & Resorts Worldwide Inc dan Marriott International Inc ini yang merupakan salah satu perusahaan properti terpopuler dengan kelas *luxury* dari hotel dan resort di seluruh dunia. Laporan Kerja Lapangan ini bertujuan untuk mengetahui peranan *Guest Relation Officer (GRO)* dalam menciptakan *Customer Delight* di Sheraton Surabaya Hotel & Towers. Teori *Customer Delight* yang digunakan terdiri dari 7 dimensi, yaitu : *Express Genuine Interest, Offer Sincere and Specific Compliments, Share Unique Knowledge, Convey Authentic Enthusiasm, Use Appropriate Humor, Provide Pleasant Surprises,* dan *Deliver Service Heroics*.

Laporan Kerja Lapangan dapat disusun dengan cara melakukan praktek kerja lapangan di Sheraton Surabaya Hotel & Towers yang terletak di jalan Embong Malang No.25-31,Surabaya. Praktek Kerja Lapangan dilakukan selama 6 bulan pada bagian *Guest Relation Officer (GRO)*. Pengamatan selama melakukan kerja lapangan akan digunakan untuk membahas lebih dalam mengenai peranan *Guest Relation Officer (GRO)* dalam menciptakan *Customer Delight* di Sheraton Surabaya Hotel & Towers.

Berdasarkan pengamatan serta pengalaman selama melakukan kerja praktek lapangan, diketahui bahwa *Guest Relation Officer (GRO)* di Sheraton Surabaya Hotel & Towers sudah memenuhi seluruh kondisi yang dituang dalam setiap dimensi *customer delight*. Masalah-masalah kecil masih dapat ditemukan, tetapi dapat diselesaikan dengan mudah.

Kata Kunci : *Guest Relation Officer (GRO)*, *Customer Delight*, Sheraton Surabaya Hotel & Towers

ABSTRACT

Sheraton Surabaya Hotel & Towers is a five star hotel in Surabaya which has been standing from January 15th, 1995. This hotel is managed by Starwood Hotel & Resorts Worldwide Inc and Marriott International Inc which is one of the popular property company in the luxury class for hotel and resort in the world. This internship report is aim to know the role of Guest Relation Officer (GRO) to create customer delight in Sheraton Surabaya Hotel & Towers. Customer Delight theory that used consisted of 7 dimensions, namely : Express Genuine Interest, Offer Sincere and Specific Compliments, Share Unique Knowledge, Convey Authentic Enthusiasm, Use Appropriate Humor, Provide Pleasant Surprises, and Deliver Service Heroics.

The internship report was done by conducting internship in Sheraton Surabaya Hotel & Towers which is located in Surabaya at Jalan Embong Malang No.25-31,Surabaya. This internship was conducted for 6 months on Guest Relation Officer (GRO). Observation during internship program will be used to discuss about the role of Guest Relation Officer (GRO) to create customer delight in Sheraton Surabaya Hotel & Towers.

Based on observation and experience during internship, can be known that Guest Relation Officer (GRO) in Sheraton Surabaya Hotel & Towers able to meet all conditions in every dimensions of customer delight. Small problems still can be found, but easily can be solved.

Keywords : Guest Relation Officer (GRO), Customer Delight, Sheraton Surabaya Hotel & Towers