

INTISARI

Laporan ini bertujuan untuk mengamati cara penanganan *complaint* pada *Guest Service Center (GSC)* di Hotel Ciputra World Surabaya. Komplain yang terjadi dianalisa melalui *services failures* dan *complaint behaviour*. Penyelesaian *complaint* pada bagian *Guest Service Center (GSC)* terkait dengan pengembangan program pelatihan dan kriteria penerimaan staf, pengembangan pedoman perbaikan pelayanan yang berfokus pada pencapaian perlakuan yang memadai terhadap kepuasan pelanggan, mengatasi semua hambatan yang mempersulit pelanggan untuk melakukan *complaint*, mempertahankan basis data produk dan pelanggan yang memungkinkan perusahaan menganalisis tipe dan sumber *complaint*.

Laporan Kerja Lapangan disusun dengan cara melakukan praktek kerja lapangan di Hotel Ciputra World Surabaya yang terletak di jalan Mayjend Sungkono 87-89 Surabaya. Praktek Kerja Lapangan dilakukan selama 6 bulan pada bagian *Guest Service Center (GSC)* atau yang umum dikenal dengan Operator. Pengamatan selama melakukan aktivitas kerja lapangan akan digunakan untuk membahas lebih dalam mengenai implementasi *complaint handling, service recovery and continuous improvement* pada *Guest Service Center (GSC)* di Hotel Ciputra World Surabaya.

Berdasarkan pengamatan serta pengalaman selama melakukan kerja praktek lapangan, diketahui bahwa *Guest Service Center (GSC)* di Hotel Ciputra World Surabaya sudah memenuhi seluruh kondisi yang dituang dalam setiap teori *complaint handling*. Masalah-masalah masih dapat ditemukan, sehingga perlu dilakukan perbaikan dan rekomendasi.

Kata Kunci : *Guest Service Center (GSC), Service Failures, Complaint Behaviour, Complaint Handling, Hotel Ciputra World Surabaya*

ABSTRACT

This report aims to examine the complaint handling on Guest Service Center (GSC) at Hotel Ciputra World Surabaya. Complaint analyze by service failures and complaint behaviour. Complaint Handling on Guest Service Center (GSC) relates to the development of training programs and staff acceptance criteria, the development of service improvement guidelines focusing on achieving adequate treatment of customer satisfaction, overcoming all barriers that make difficult for customers to complaint, maintain product databases and customers that allow accompanys to analyze the type and source of complaint.

Field work report prepared by doing field work practice at Hotel Ciputra World Surabaya which is located at Mayjend Sungkono 87-89 Surabaya. Practice Field Work done for 6 months on the Guest Service Center (GSC) or commonly known as the Operator. Observations during field work activities will be used to discuss the implementation of complaint handling, service recovery and continuous improvement at Guest Service Center (GSC) at Hotel Ciputra World Surabaya.

Based on the observation and experience during field work practice, it is known that Guest Service Center (GSC) at Hotel Ciputra World Surabaya has fulfilled all the conditions set in each theory of complaint handling, service recovery and continuous improvement. Problems can still be found, improvement and recommendation still needed.

Keywords : Guest Service Center (GSC), Service Failures, Complaint Behaviour, Complaint Handling, Hotel Ciputra World Surabaya