

INTISARI

The Alana Hotel Surabaya merupakan hotel berbintang empat di Kota Surabaya yang telah berdiri sejak tahun 2013. The Alana Hotel Surabaya pada saat ini dibawah oleh manajemen *aston international*. Laporan Kerja Lapangan ini bertujuan menggambarkan dan mengidentifikasi penerapan *Service Encounter* pada bagian *concierge*, *operator*, dan *reservasionst* The Alana Hotel Surabaya. Ada 4 dimensi dari teori *service encounter* yang dapat digunakan yaitu: *adaptability*, *coping*, *spontaneity*, *recovery*.

Laporan Kerja Lapangan dapat disusun dengan cara melakukan praktek kerja lapangan di The Alana Hotel Surabaya. Praktek Kerja Lapangan dilakukan selama 4 bulan pada bagian *Concierge*, *operator*, dan *reservasionist* untuk melakukan pengamatan selama kerja lapangan.

Berdasarkan pengalaman selama melakukan praktek kerja lapangan pada The Alana Hotel Surabaya, ada beberapa masalah umum yang dapat dengan mudah diselesaikan, namun secara garis besar The Alana Hotel Surabaya sudah memenuhi semua kondisi yang ada pada dimensi *service encounter*.

Kata Kunci : *Operator*, *Concierge*, *Reservasionist*, *Service Quality*, *Front Office Department*, The Alana Hotel Surabaya

ABSTRACT

The Alana Hotel Surabaya is a Four-star hotel in Surabaya that has been established since 2013. The Alana Hotel Surabaya is currently under management by Aston International. This Field Work Report aims to describe and identify the application of Service Encoutner in the concierge, operator, and reservasionist section at The Alana Hotel Surabaya. There are 4 dimensional theory service encounter that can be used are: adaptability, coping, spontaneity, recovery.

Field Work Report can be prepared by doing field work practice at The Alana Hotel Surabaya. The Field Work Practice is carried out for 4 months on the Concierge, Operator, and Reservasionist sections to observe during field work.

Based on experience during doing practice field work at The Alana Hotel Surabaya, there are some common problems that can be easily solved, but generally The Alana Hotel Surabaya already meet all of the conditions that existed at the dimension of the service encounter.

Kata Kunci : Operator, Concierge, Reservasionist, Service Quality, Front Office Department, The Alana Hotel Surabaya