

JUDUL : PENERAPAN *SERVICE QUALITY* PADA BAGIAN *CONCIERGE* DI
HOTEL THE ALANA SURABAYA

Nama : Satrio Al Azizi

Jurusan/Program Studi : Jurusan Manajemen Peminatan Layanan dan Pariwisata

Pembimbing : 1. Fitri Novika Widjaja S. Si., M. MT.

2. Siti Rahayu. S.E., M.M

ABSTRAK

Laporan ini bertujuan untuk mengamati penerapan *service quality* pada bagian *concierge* di The Alana Hotel Surabaya. ada 5 dimensi dari *service quality* yang digunakan yaitu *reliability*, *responsiveness*, *assurance*, *emphaty* dan *tangibles*. Laporan kerja lapangan disusun dengan cara melakukan praktik kerja lapangan di The Alana Hotel Surabaya yang terletak di Jl. Ketintang Baru 1 No 10-12. Praktik kerja lapangan berlangsung selama 4 bulan mulai 7 Januari 2019 hingga 7 Mei 2019 pada bagian *concierge*. Pengamatan selama melakukan aktifitas kerja praktik akan digunakan untuk membahas lebih dalam mengenai penerapan *Service quality* di The Alana Hotel Surabaya.

Berdasarkan pengamatan serta pengalaman kerja diketahui bahwa *concierge* sering melakukan kesalahan baik minor ataupun major. Masalah tersebut ada yang berkaitan dengan dimensi-dimensi *servicee quality*. Masalah-masalah tersebut masih ditemukan dan perlu diperbaiki dan rekomendasi

Kata kunci: *Service quality*, The Alana Surabaya, *Concierge*

**TITLE: APPLICATION OF SERVICE QUALITY IN THE CONCIERGE PART OF
THE ALANA HOTEL, SURABAYA**

Name: Satrio Al Azizi

*Department / Study Program: Department of Service and Tourism Specialization
Management*

Advisors: 1. Fitri Novika Widjaja S. Si., M. MT.

2. Siti Rahayu. S.E., M.M

Abstract

This report aims to observe the implementation of service quality at the concierge section at The Alana Hotel Surabaya. there are 5 dimensions of service quality used, namely reliability, responsiveness, assurance, empathy and tangibles. The fieldwork report is prepared by conducting field work practices at The Alana Hotel Surabaya, located on Jl. New Ketintang 1 No 10-12. The field work practice lasts 4 months starting January 7, 2019 until May 7, 2019 at the concierge. Observations during conducting practical work activities will be used to discuss more deeply about the implementation of Service quality at The Alana Hotel Surabaya.

Based on observations and work experience it is known that the concierge often makes mistakes either minor or major. These problems are related to the dimensions of service quality. These problems are still found and need to be corrected and recommendations

Keywords: Service quality, The Alana Surabaya, Concierge