

ANALISA *CUSTOMER COMPLAINT* DAN PENERAPAN *ORGANIZATIONAL RESPONSES* PADA YELLO HOTEL JEMURSARI SURABAYA UNTUK MENINGKATKAN *CUSTOMER SATISFACTION*

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INTISARI

Laporan ini bertujuan untuk mengamati cara penanganan *customer complaint* pada resepsionis di Yello Hotel Jemursari Surabaya. Komplain yang terjadi dapat dianalisa melalui *customer satisfaction* dan *complaint behavior* serta *organizational responses* dalam menangani adanya komplain. Laporan kerja lapangan disusun dengan cara melakukan praktik kerja lapangan di Yello Hotel Jemursari Surabaya yang terletak di Jalan Raya Jemursari nomor 176 Surabaya. Praktik kerja lapangan berlangsung selama 3 bulan pada bagian resepsionis. Pengamatan selama melakukan aktifitas kerja praktik akan digunakan untuk membahas lebih dalam mengenai penanganan *customer complaint* dan *organizational responses* di Yello Hotel Jemursari Surabaya.

Berdasarkan pengamatan serta pengalaman melakukan kerja praktik lapangan, diketahui bahwa resepsionis Yello Hotel Jemursari Surabaya sudah memenuhi seluruh kondisi yang terdapat dalam setiap teori *complaint behavior*. Masalah-masalah masih ditemukan, sehingga perlu dilakukan perbaikan, keadilan, dan rekomendasi.

Kata kunci: *Customer Satisfaction, Complaint Behaviour, Handling Complaint, Organizational Responses.*

**ANALYSIS CUSTOMER COMPLAINT AND APPLICATION ORGANIZATIONAL
RESPONSES AT YELLO HOTEL JEMURSARI SURABAYA TO INCREASE
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ABSTRACT

This report aims to examine the customer complaint on Receptionist at Yello Hotel Jemursari Surabaya. Complaint that occur can be analyzed through customer satisfaction and complaint behaviour and also organizational responses in handling complaints. Field work report prepared by doing work practice at Yello Hotel Jemursari Surabaya which is located at Jemursari Street number 176 Surabaya.. Practice work done for 3 months on the Receptionist. Observations during conducting practical work activities will be used to discuss more deeply about the application of handling customer complaint and organizational responses at Yello Hotel Jemursari Surabaya.

Based on observations and experience in conducting field practice work, it is known that the Yello Hotel Jemursari Surabaya receptionist has fulfilled all the conditions contained in each theory of complaint behavior. Problems are still found, so improvements, justice and recommendations need to be done.

Keywords: Customer Satisfaction, Complaint Behaviour, Handling Complaint, Organizational Responses.