

INTISARI

Laporan ini bertujuan menggambarkan analisis *Service Quality* pada *Food and Beverage Departement* di Hotel Bisanta Bidakara Surabaya. Hotel Bisanta Bidakara merupakan hotel milik Yayasan Kesejahteraan Karyawan Bank Indonesia dengan fasilitas 36 kamar, sebuah ruang meeting dengan kapasitas \pm 15 orang. Adanya tumbuh dan Kembang hotel kompetitor di Surabaya dan untuk memenuhi kebutuhan konsumen yang terus meningkat, Hotel Bisanta dengan cara menambah jumlah kamar dan fasilitas penunjang yang memadai, selain itu juga memberikan layanan yang terbaik kepada setiap tamu. Salah satu layanan yang diberikan berupa layanan *food and beverage service*. Keberhasilan hotel Bisanta Bidakara terletak pada kemampuan hotel dalam menerapkan *service quality* yang diukur dari *standard operational procedure* pada bagian *food and beverage service*. *Staff food and beverage service* dituntut selalu menjaga kualitas layanan dengan cara menerapkan seluruh *standard operational procedure*. Laporan kerja lapangan disusun untuk mendeskripsikan *staff food and beverage service* mengaplikasikan *service quality* dalam melayani tamu.

Berdasarkan pengamatan serta analisis melakukan *intership*, diketahui bahwa *staff food and beverage service* dapat memenuhi seluruh kondisi yang dituangkan dalam setiap dimensi *service quality*. Layanan di hotel Bisanta Bidakara menunjukkan adanya kesesuaian antara teori *service quality* dengan layanan aktual yang diberikan oleh *staff* hotel Bisanta Bidakara. Dimensi yang sesuai *standard operational procedure* yaitu *escorting the guest to the guest's table, seating the guest, presenting the menu guest, taking order, serve food and beverage, clear up, crumbing down, offering the dessert, dan presenting the bill*. Namun, terdapat beberapa dimensi yang penerapannya kurang sempurna yaitu *greeting and welcoming the guest* dan *checking guest satisfaction*.

Kata kunci : *Hotel, Service Quality, Food and beverage, Standard Operational Procedure, Bisanta Bidakara*.

ABSTRACT

This report aims to describe the analysis of Service Quality at the Food and Beverage Department at the Bisanta Bidakara Hotel in Surabaya. Bisanta Bidakara Hotel is a hotel belonging to the Bank Indonesia Employee Welfare Foundation with 36 rooms, a meeting room with a capacity of \pm 15 people. The presence and growth of competitor hotels in Surabaya and to meet the increasing needs of consumers, Bisanta Hotels by increasing the number of rooms and adequate supporting facilities, while also providing the best service to each guest. One of the services provided is in the form of food and beverage service. The success of Bisanta Bidakara hotel lies in the hotel's ability to implement service quality as measured by standard operational procedures in the food and beverage service section. Food and beverage service staff are required to always maintain service quality by applying all standard operational procedures. The field work report was prepared to describe food and beverage service staff applying service quality in serving guests.

Based on observations and analyzes of leadership, it is known that food and beverage service staff can fulfill all conditions as outlined in each dimension of service quality. The service at Bisanta Bidakara hotel shows that there is a match between the theory of service quality and the actual service provided by Bisanta Bidakara hotel staff. Dimensions according to standard operational procedure, namely escorting the guest to the guest table, seating guest, presenting the guest menu, taking orders, serving food and beverage, clear up, crumbing down, offering the dessert, and presenting the bill. However, there are some dimensions that are less than perfect, namely greeting and welcoming the guest and checking guest satisfaction.

Kata kunci : *Hotel, Service Quality, Food and beverage, Standard Operational Procedure, Bisanta Bidakara.*