

JUDUL : PENERAPAN *SERVICE RECOVERY* DALAM MENGATASI
SERVICE FAILURE PADA *FRONT OFFICE DEPARTMENT* THE ALANA
HOTEL SURABAYA

Nama : Justin Herliem

Jurusan/Program Studi: Manajemen Layanan & Pariwisata

Pembimbing :

1. Siti Rahayu. S.E., M.M.
2. Adi P. Tedjakusuma, B.Bus., M.Com

ABSTRAK

The Alana Hotel Surabaya merupakan hotel berbintang empat di Kota Surabaya bagian Selatan yang didirikan pada 07 Juli 2013. Manajemen The Alana Hotel Surabaya berada di bawah naungan Aston International atau dikenal juga dengan Archipelago International. Laporan kerja lapangan ini bertujuan untuk mengetahui aktivitas *service recovery* dalam mengatasi *service failure* pada *front office department* di The Alana Hotel Surabaya. Aktivitas *service recovery* yang digunakan yaitu respon, informasi, tindakan, dan kompensasi.

Laporan kerja lapangan dapat disusun dengan cara melakukan praktek kerja lapangan di The Alana Hotel Surabaya selama 4 bulan. Praktek kerja lapangan dilakukan pada *front office department* di bagian *front desk agent* (FDA), *guest relation officer* (GRO), *operator*, dan *reservationist*. Pengamatan selama melakukan kerja lapangan akan digunakan untuk membahas lebih dalam mengenai aktivitas *service recovery* dalam mengatasi *service failure* pada *front office department* di The Alana Hotel Surabaya.

Berdasarkan pengamatan serta pengalaman selama melakukan kerja praktek lapangan, diketahui bahwa *front office department* di The Alana Hotel Surabaya sudah memenuhi seluruh aktivitas dalam *service recovery*. Hambatan dalam melakukan proses *service recovery* masih tetap dihadapi, namun dapat diselesaikan dengan mudah.

Kata Kunci : *Front office department*, *Service Failure*, *Service Recovery*, The Alana Hotel Surabaya, *Guest Relation Officer*

**TITLE : APPLICATION OF SERVICE RECOVERY IN OVERCOMING
SERVICE FAILURE AT FRONT OFFICE DEPARTMENT OF THE ALANA
HOTEL SURABAYA**

Name : Justin Herliem

Dicipline/Study Programme : Service and Tourism Management

Contributor :

1. Siti Rahayu. S.E., M.M.
2. Adi P. Tedjakusuma, B.Bus., M.Com

ABSTRACT

The Alana Hotel Surabaya is a four-star hotel in the southern part of Surabaya which was established on July 7, 2013. The management of The Alana Hotel Surabaya is under the auspices of Aston International, also known as Archipelago International. This fieldwork report aims to find out service recovery activities in overcoming service failure at the front office department at The Alana Hotel Surabaya. Service recovery activities used are response, information, action, and compensation.

Fieldwork reports can be prepared by conducting field work at The Alana Hotel Surabaya for 4 months. Field work practices are carried out at the front office department in the front desk agent (FDA), guest relation officer (GRO), operator, and reservationists. Observations during field work will be used to discuss more about service recovery activities in overcoming service failure at the front office department at The Alana Hotel Surabaya.

Based on observations and experiences during conducting practical work, it is know that the front office department at The Alana Hotel Surabaya has fulfilled all activities in service recovery. The obstacles in carrying out the service recovery process are still faced, but can be solved easily.

Keywords : Front office department, Service Failure, Service Recovery, The Alana Hotel Surabaya, , Guest Relation Officer