

**ANALISIS TIPE-TIPE PELANGGAN DAN STRATEGI  
PENANGANANNYA PADA *DEPARTMENT FOOD AND BEVERAGE  
SERVICE (BANQUET)* HOTEL SANTIKA PREMIERE GUBENG  
SURABAYA**

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**ABSTRAK**

Laporan ini bertujuan untuk memahami dan mengamati tipe-tipe pelanggan dan strategi penanganannya pada divisi banquet di Hotel Santika *Premiere* Gubeng Surabaya. Tipe pelanggan yang ditemukan saat adanya layanan dapat dianalisa dan ditangani oleh pihak hotel dengan strategi menanganinya. Laporan kerja lapangan disusun dengan cara melakukan praktik kerja lapangan di Hotel Santika *Premiere* Gubeng Surabaya yang berlokasi di Jalan Raya Gubeng nomor 54, Surabaya. Praktik kerja lapangan berlangsung selama 2 bulan pada bagian *food and beverage service* (banquet). Pengamatan selama melakukan praktik kerja lapangan akan digunakan untuk membahas lebih dalam mengenai klasifikasi tipe pelanggan dan strategi menanganinya di Hotel Santika *Premiere* Gubeng Surabaya.

Berdasarkan pengamatan dan pengalaman selama melakukan praktik kerja lapangan, diketahui bahwa divisi banquet Hotel Santika *Premiere* Gubeng Surabaya telah memenuhi kondisi yang terdapat dalam teori hubungan pelanggan. Terdapat masalah dari tipe pelanggan, sehingga perlu dilakukan perbaikan dan rekomendasi.

Kata kunci : Pelanggan, Tipe Pelanggan, Strategi Penanganan, *Banquet*

***ANALYSIS OF CUSTOMER TYPES AND HANDLING STRATEGIES IN  
DEPARTMENT FOOD AND BEVERAGE SERVICE (BANQUET) AT  
SANTIKA PREMIERE GUBENG SURABAYA HOTEL***

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***ABSTRACT***

*This report aims to understand and examine the classification of customer types and handling strategies in banquet division at Santika Premiere Gubeng Surabaya Hotel. The types of customers identified in the presence of service can be analyzed and handled by staff using a handling strategies. Fieldwork reports prepared by doing work practice at Santika Premiere Gubeng Surabaya Hotel which is located at Gubeng Street number 54 Surabaya. Field work practice lasts for 2 months at the food and beverage service (banquet). Observations during field work practices will be used to discuss more deeply about the classification of customer types and maintaining handling strategies at Santika Premiere Gubeng Surabaya Hotel.*

*Based on observations and experiences during field work practices, it is known that the banquet division of the Santika Premiere Gubeng Surabaya Hotel has fulfilled the conditions contained in the customer relationship theory. There are problems with the type of customer, so that improvements and recommendations are needed.*

*Keywords: Customer, Customer Types, Handling Strategies, Banquet*