

**ANALISIS *SERVICE QUALITY* PADA
DEPARTMEN *FOOD & BEVERAGE SERVICE*
DI FAVEHOTEL RUNGKUT SURABAYA**

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ABSTRAK

Laporan ini bertujuan menggambarkan analisis *service quality* pada departmen *food & beverage service* di Favehotel Rungkut Surabaya. Favehotel Rungkut Surabaya berdiri dibawah naungan Archipelago Internasional. Favehotel Rungkut berdiri sejak tanggal 28 Oktober 2016 di Surabaya. Adanya pengalaman selama 6 tahun menjadikan Favehotel Rungkut Surabaya secara terus menerus memberikan pelayanan yang terbaik bagi para pelanggannya. Keberhasilan Favehotel Rungkut Surabaya diukur dalam menerapkan *service quality* dari *standard operational procedure* pada bagian *food and beverage service*. *Staff food and beverage service* dituntut agar mampu memberikan pelayanan dan juga menjaga kualitas pelayanan dengan menerapkan *standard operational procedure*. Berdasarkan hasil pengamatan serta analisis selama melakukan *internship*, diketahui bahwa *staff food and beverage service* dapat memenuhi seluruh kondisi yang dituangkan dalam setiap dimensi *service quality*. Dengan layanan nyata yang diberikan oleh *staff* Favehotel Rungkut Surabaya. Dimensi yang sesuai *standard operational procedure* yaitu *escorting guest to the table, presenting the menu to guest; taking order; serve food and beverage, clearing guest tables; offering the dessert; presenting the bill*. Hasil yang dicapai selama melakukan *internship* adalah ada beberapa dimensi yang penerapannya kurang sempurna yaitu *greeting and welcoming the guest; the guest satisfaction; the guest loyalty*.

Kata kunci: *Service Quality, Food and Beverage, Standard Operational Procedure.*

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ABSTRACT

This report aims to describe the analysis of service quality in the food and beverage service department at Favehotel Rungkut Surabaya. Favehotel Rungkut Surabaya stands under the auspices of Archipelago International. Favehotel Rungkut Surabaya was established on October 28, 2016 in Surabaya. Having 6 years of experience has made Favehotel Rungkut Surabaya continuously provide the best service for its customers. The success of Favehotel Rungkut Surabaya is measured in implementing service quality from standard operational procedure in the food and beverage service section. Food and beverage service staff are required to be able to provide services and also maintain service quality by implementing standard operational procedures. Based on the results of observations and analysis during the internship, it is known that the food and beverage service staff can fulfill all the conditions outlined in each dimension of service quality. With real service provided by Favehotel Rungkut Surabaya staff. Dimension in accordance with standard operating procedures are escorting guest to the table, presenting the menu to guest; taking order; serve food and beverage, clearing guest tables; offering the dessert; presenting the bill. The results achieved during the internship are that there are several dimensions whose implementation is not perfect, namely greeting and welcoming the guest; the guest satisfaction; the guest loyalty.

Keywords: *Service Quality, Food and Beverage Service, Standard Operational Procedure.*