

PENERAPAN *SERVICE RECOVERY* DALAM MENANGANI *SERVICE FAILURE* PADA DEPARTEMEN *FRONT OFFICE* ROYAL TULIP DARMO SURABAYA

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ABSTRAK

Royal Tulip Darmo Surabaya merupakan hotel bintang 5 di Surabaya yang baru menyelenggarakan *soft opening ceremony* pada pertengahan Februari 2021. Hotel ini terletak di Jl. Bintoro no 21-25 Surabaya. Laporan ini bertujuan untuk mengetahui penerapan *service recovery* dalam menangani *service failure* pada departemen *front office* Royal Tulip Darmo Surabaya. Peserta magang melakukan praktek kerja lapangan selama 6 bulan di departemen *front office*. Selama 6 bulan, peserta magang akan mengaitkan pengalaman praktik kerja lapangan dengan teori *service recovery*. *Service recovery* sangat penting dalam menangani *service failure*, karena dapat mengembalikan kepuasan tamu. Teori *service recovery* terdiri dari *distributive justice*, *procedural justice*, dan *interactional justice*. Berdasarkan pengamatan peserta magang, proses *service recovery* yang dilakukan oleh *front office department* dalam beberapa masalah masih belum berjalan secara maksimal. Oleh karena itu, peserta magang merekomendasikan *front office department* untuk memberikan pelatihan terkait *service recovery*.

Kata kunci: *Service Failure*, *Service Recovery*, *Front Office Departement*

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ABSTRACT

The Royal Tulip Darmo Surabaya is a new 5-star hotel in Surabaya, hosting a soft opening ceremony in mid-february 2021. This hotel is located on Bintoro Street 21-25 Surabaya. The report was intended to know an application of service recovery in handling service failure on the front office department Royal Tulip Darmo Surabaya. Interns practice field service for six months at the front office department. For 6 months, interns will relate field practice experiences to service recovery theory. Service recovery is very important in dealing with service failure, because it can restore guest satisfaction. Service recovery theory consists of the distribution of justice, procedural justice, and interactional justice. Based on apprentice observations, the service recovery process performed by the front office department in some problems still hasn't worked out. Hence, the trainee recommends the front office department to provide service recovery training.

Keywords: Service Failure, Service Recovery, Front Office Departement