

AKTIVITAS *SERVICE ENCOUNTER* PADA *DEPARTMENT SALES AND
MARKETING* PADMA RESORT LEGIAN

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ABSTRAK

Laporan Kerja Lapangan (LKL) ini membahas tentang *service encounter* pada *department sales and marketing* di Padma Resort Legian. Tujuan pembuatan laporan ini untuk mengetahui bagaimana aktivitas *service encounter* pelayanan reservasi pada Padma Resort Legian. Teori *service encounter* yang digunakan terdiri dari 4 dimensi, yaitu *reliability*, *spontaneity*, *responsiveness*, dan *empathy*. Penelitian dilakukan dengan melakukan program magang di Padma Resort Legian selama 6 bulan atau 24 minggu dengan total 1.188 jam kerja, dimulai dari 16 Juli 2022 – 15 Januari 2023 di departemen *sales and marketing* bagian reservasi. Pengamatan selama praktik magang akan digunakan untuk membahas lebih mendetail mengenai penerapan *service encounter* pada bagian reservasi departemen *sales and marketing* di Padma Resort legian dalam mengaplikasikan kelima dimensi tersebut dalam menangani telepon dari pelanggan.

Kata kunci : *Service Encounter*, Departemen *Sales and Marketing*, Reservasi,
Padma Resort Legian

*SERVICE ENCOUNTER ACTIVITY AT THE SALES AND MARKETING
DEPARTMENT OF PADMA RESORT LEGIAN*

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ABSTRACT

This Field Work Report (LKL) discusses service encounters at the sales and marketing department at Padma Resort Legian. The purpose of making this report is to find out how service activity deals with reservation services at Padma Resort Legian. The service encounter theory used consists of 4 dimensions such as reliability, spontaneity, responsiveness, and empathy. The research was conducted by carrying out an internship program at Padma Resort Legian for 6 months or 24 weeks with a total of 1,188 working hours, starting from 16 July 2022 – 15 January 2023 in the reservation sales and marketing department. Observations during the internship practice will be used to discuss in more detail the implementation of the services encountered in the reservation section of the sales and marketing department at Padma Resort Legian in applying these five dimensions in handling calls from customers.

Keywords: Service Encounter, Sales and Marketing Department, Reservations,
Padma Resort Legian