

# **ANALISIS SERVICE FAILURE PADA PT HARYONO TOUR AND TRAVEL DI SURABAYA**

Ayu Wandira  
Manajemen Layanan dan Pariwisata  
Siti Rahayu  
Veny Megawati

## **ABSTRAK**

PT Haryono *Tours and Travel* merupakan bisnis layanan *tour & travel* di Surabaya yang berdiri 1 Juni 1988 berlokasi di Jalan Raya Gubeng No.63 ABC, Gubeng, Kec. Gubeng, Surabaya. Laporan ini bertujuan untuk *menganalisis service failure* pada bagian *ticketing* internasional dan dokumen pembuatan visa di PT Haryono *Tours and Travel*. *Trainee* melakukan praktek kerja lapangan dimulai dari tanggal 1 Maret 2023 hingga 31 Mei 2023 di *departemen ticketing*. Selain itu, juga ditemui pelanggan yang mengalami komplain saat telepon pada bagian dokumen visa. Terdapat juga kasus lain dimana pelanggan komplain karena karyawan tidak memberikan informasi perkembangan proses pembuatan visa. Adapun masalah lain seperti karyawan tidak melayani pelanggan tidak sesuai dengan SOP (Standar Operasional Prosedur). Oleh karena itu, *trainee* merekomendasikan agar *ticketing* dan bagian pembuatan dokumen visa meningkatkan layanan seperti membuat SOP (Standar Operasional Prosedur) pada hari – hari tertentu karyawan menerima telepon pada bagian pembuatan visa dan tiket internasional, untuk meningkatkan kualitas layanan yang diberikan, atau dengan membuat sistem *answering machine* suatu mesin penjawab pelanggan untuk menentukan tujuan pelanggan agar cepat terhubung pada bagiannya. Dengan demikian, PT. Haryono *Tours and Travel* dapat memperkuat hubungan dengan pelanggan dan meningkatkan kepuasan pelanggan dalam menggunakan layanan *tours and travel* yang ditawarkan.

Kata kunci: *Service Quality, Service Failure, Customer Satisfaction*

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Ayu Wandira  
*Hospitality Management*  
Siti Rahayu  
Veny Megawati

## **ABSTRACT**

*PT Haryono Tours and Travel is a tour & travel business service in Surabaya which was established June 1, 1988 located at Jalan Raya Gubeng No. 63 ABC, Gubeng, Kec. Guben, Surabaya. This report aims to analyze service failure in the international ticketing section and visa processing documents at PT Haryono Tours and Travel. Trainees carry out practical field work starting from March 1 2023 to May 31 2023 in the ticketing department. Apart from that, there were also customers who experienced complaints on the phone at the visa documents section. There were also other cases where customers complained because employees did not provide information on the progress of the visa application process. As for other problems such as employees not serving customers not in accordance with the SOP (Standard Operating Procedure). Therefore, trainees recommend that the ticketing and visa document preparation department improve services such as making SOPs (Standard Operating Procedures) on certain days employees receive calls at the visa and international ticketing department, to improve the quality of services provided, or by creating a system answering machine a customer answering machine to determine the purpose of the customer to quickly connect on his part. Because of that, PT. Haryono Tours and Travel can strengthen relationships with customers and increase customer satisfaction in using the tours and travel services offered.*

*Keyword: Service Quality, Service Failure, Customer Satisfaction*