

**IMPLEMENTASI COMPLAINT HANDLING
OLEH DIVISI FRONT OFFICE
DI NOVOTEL HOTEL AND SUITES SURABAYA**

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ABSTRAK

Kebutuhan dan harapan tamu hotel terhadap kualitas fasilitas dan pelayanan hotel selalu berkembang dan berubah. Terkadang, terdapat tamu hotel yang rendah akan toleransi terhadap penyimpangan dari kualitas fasilitas pelayanan hotel yang diharapkan sehingga menyebabkan tamu tidak puas dan tamu mengajukan keluhan kepada pihak hotel. Laporan Kerja Lapangan (LKL) ini bertujuan untuk mengkaji implementasi *complaint handling* di Novotel Hotel and Suites Surabaya, meliputi macam-macam *complaint* dan bagaimana penanganannya. Hasil observasi menunjukkan macam keluhan yang muncul meliputi keluhan tentang fasilitas dan pelayanan staf. Staf *Front office* melakukan penanganan keluhan berdasarkan metode HEAT (*hear them out, empathize, apologize dan taking proper action and follow up*). Staf *front office* telah melakukan penanganan keluhan dengan baik meskipun terkadang tidak dapat memenuhi solusi yang diharapkan tamu. Laporan ini merekomendasikan kepada pihak perusahaan untuk implementasikan sistem yang memungkinkan tamu mudah menyampaikan keluhan kapan saja dan dapat memberikan umpan balik tentang pengalaman mereka dalam proses penanganan keluhan, serta melakukan perbaikan berkelanjutan pada fasilitas dan layanan yang diberikan.

Kata Kunci: Perhotelan, Front office, Complaint Handling

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ABSTRACT

The needs and expectations of hotel guests regarding the quality of hotel facilities and services are always evolving and changing. Sometimes, there are hotel guests who have low tolerance for deviations from the expected quality of hotel service facilities, causing guests to be dissatisfied and complain to the hotel. This Field Work Report (LKL) aims to examine the implementation of complaint handling at the Novotel Hotel and Suites Surabaya, including the types of complaints and how to handle them. The results of the observation show that the types of complaints that arise include complaints about facilities and staff services. The front office staff handle complaints based on the HEAT method (hear them out, empathize, apologize and take proper action and follow up). The front office staff have handled complaints well even though sometimes they cannot meet the solutions expected by guests. This report recommends that the company implement a system that allows guests to easily submit complaints at any time and can provide feedback on their experiences in the complaint handling process, as well as make continuous improvements to the facilities and services provided.

Keywords: Hospitality, Front office, Complaint Handling