

# IMPLEMENTASI *SERVICE RECOVERY* PADA DIVISI *FOOD AND BEVERAGE SERVICE* DI HOTEL ZEST JEMURSARI SURABAYA

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## ABSTRAK

Laporan ini memaparkan pengalaman penerapan *service recovery* di divisi *Food and Beverage Service* Hotel Zest Jemursari Surabaya. Implementasi ini dilakukan oleh seorang pemegang selama Praktik Kerja Lapangan di hotel tersebut. Hotel Zest yang merupakan hotel bintang 2 modern dan minimalis, hotel yang berfokus pada pengembangan dan pengelolaan hotel *budget* di Indonesia. Didirikan pada tahun 2015, Hotel Zest Jemursari dikelola di bawah naungan Swiss-Belhotel International. Selama enam bulan menjalani praktik lapangan kerja di Hotel Zest Surabaya, yaitu mulai sejak 28 Agustus 2023 s/d 28 Februari 2024. Divisi yang di tempati adalah *Food and Beverage Service*. Divisi ini terutama bertugas pada empat outlet, yaitu *citruz restaurant*, *citruz cafe*, *room service*, dan juga *Banquet*. Selama masa praktik lapangan kerja di Zest Hotel, ditemukan bahwa keluhan tamu atau kegagalan yang terjadi dengan cukup sering. Hal ini menunjukkan adanya indikasi *service failure* yang perlu diperhatikan oleh pihak Zest Hotel. Keluhan tamu merupakan tanda ketidakpuasan terhadap layanan yang diberikan dan berdampak pada reputasi dan citra hotel Zest. Oleh karena itu, untuk memperbaiki situasi tersebut maka Zest Hotel dapat menerapkan *service recovery* berdasarkan tiga dimensi keadilan: *procedural justice*, *interactional justice*, dan *outcome justice* yang merupakan usaha terstruktur yang dilakukan perusahaan setelah terjadinya *service failure* untuk menyelesaikan masalah dan meningkatkan kepuasan pelanggan.

**Kata Kunci :** *Service Failure, Service Recovery, Food and Beverage Service, Hotel*

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**ABSTRACT**

*This report describes the experience of implementing service recovery in the Food and Beverage Service division of Hotel Zest Jemursari Surabaya. This implementation was carried out by an intern during the Field Work Practice at the hotel. Hotel Zest, which is a modern and minimalist 2-star hotel, a hotel that focuses on the development and management of budget hotels in Indonesia. Established in 2015, Hotel Zest Jemursari is managed under the auspices of Swiss-Belhotel International. For six months undergoing field work practice at Hotel Zest Surabaya, namely from August 28, 2023 to February 28, 2024. The division occupied is Food and Beverage Service. This division is mainly responsible for four outlets, namely Citruz restaurant, Citruz cafe, room service, and also Banquet. During the field work practice period at Zest Hotel, it was found that guest complaints or failures occurred quite often. This indicates an indication of service failure that needs to be considered by Zest Hotel. Guest complaints are a sign of dissatisfaction with the services provided and have an impact on the reputation and image of the Zest hotel. Therefore, to improve the situation, Zest Hotel can implement service recovery based on three dimensions of justice: procedural justice, interactional justice, and outcome justice, which are structured efforts made by the company after a service failure occurs to resolve the problem and increase customer satisfaction.*

**Keywords :** *Service Failure, Service Recovery, Food and Beverage Service, Hotel*