

RANCANGAN *SEQUENCE OF SERVICE* TERHADAP RESTORAN MIE MAPAN KUSUMA BANGSA DI SURABAYA

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ABSTRAK

Laporan ini berfokus pada rancangan *Sequence of Service* di restoran Mie Mapan cabang Kusuma Bangsa yang bertempat di Jl. Kusuma Bangsa No.50, Ketabang, Kecamatan Genteng, Surabaya. Mie Mapan merupakan restoran mie dan penyet yang berfokus pada industri *food and beverage*, dengan tujuan menyediakan makanan berkualitas tinggi dan pelayanan yang memuaskan bagi pelanggan. Praktik Kerja Lapangan dimulai pada tanggal 4 Maret 2024 hingga 28 Juni 2024, di mana tugas-tugas yang diberikan mencakup pelayanan dan interaksi langsung dengan pengunjung (*Floor*), observasi untuk meningkatkan kualitas layanan (*Observe*), serta membantu di dapur seperti merebus mie dan menghangatkan bahan-bahan (*Kitchen*). Selama magang, ditemukan banyak kesalahan terkait pelayanan yang mempengaruhi pengalaman pelanggan secara keseluruhan, seperti ketidakkonsistenan dalam urutan layanan, kurangnya keramahan staf, dan kesalahan dalam penyampaian pesanan. Untuk memperbaikinya diperlukan *Sequence of Service* pada Mie Mapan Kusuma Bangsa agar semua aspek pelayanan terstruktur dengan baik dan staf memiliki acuan yang jelas dalam menjalankan tugasnya. Peningkatan dalam area ini diharapkan dapat memberikan pengalaman yang konsisten, berkualitas tinggi, dan efisien bagi para tamu. Dengan demikian reputasi dan loyalitas pelanggan akan meningkat.

Kata Kunci : *Sequence of Service, Food and Beverage, Floor, Observe, Kitchen.*

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ABSTRACT

This report focuses on the design of the Sequence of Service at the Mie Mapan restaurant, Kusuma Bangsa branch, located at Jl. Kusuma Bangsa No.50, Ketabang, Genteng District, Surabaya. Mie Mapan is a noodle and penyet restaurant that focuses on the food and beverage industry, aiming to provide high-quality food and satisfying service to customers. The internship took place from March 4, 2024, to June 28, 2024, during which the assigned tasks included direct customer service and interaction (Floor), observation to improve service quality (Observe), as well as assisting in the kitchen, such as boiling noodles and warming up ingredients (Kitchen). During the internship, many service-related errors were identified that impacted the overall customer experience, such as inconsistencies in the service sequence, lack of staff friendliness, and errors in order delivery. To address these issues, the implementation of a Sequence of Service at Mie Mapan Kusuma Bangsa is necessary to ensure that all aspects of service are well-structured and that the staff have clear guidelines in carrying out their duties. Improvements in these areas are expected to provide a consistent, high-quality, and efficient experience for guests, thereby enhancing the restaurant's reputation and customer loyalty.

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