

PENERAPAN *COMPLAINT HANDLING* PADA HOTEL LUMINOR JEMURSARI SURABAYA

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ABSTRAK

Laporan Kerja Lapangan (LKL) ini dengan tujuan untuk memahami penerapan *complaint handling* pada Hotel Luminor Jemursari Surabaya. Laporan kerja lapangan disusun dengan cara melakukan praktik kerja lapangan di Hotel Luminor Jemursari Surabaya berlangsung selama 4 bulan pada departemen *sales & marketing*. Departemen *sales & marketing* merupakan salah satu departemen yang bertemu langsung dengan pelanggan. Hal ini menjadikan penulis memahami penerapan *complaint handling* melalui *buffet all you can eat* pada saat Ramadhan di Hotel Luminor Jemursari. Menangani keluhan pelanggan merupakan suatu hal yang penting bagi hotel untuk tetap bertahan. Selama praktik kerja lapangan, penulis menemukan enam keluhan yang terjadi pada saat praktik kerja lapangan. Berdasarkan pengamatan selama praktik kerja ditemukan bahwa Hotel Luminor Jemursari sudah menerapkan sesuai dengan yang terdapat dalam pedoman *complaint handling*. Masalah-masalah terkait *complaint handling* masih ditemukan, sehingga perlu dilakukan perbaikan dan diberikan rekomendasi agar dapat meningkatkan kualitas Hotel Luminor.

Kata kunci: *complaint, complaint handling, customers*

**IMPLEMENTATION COMPLAINT HANDLING AT THE LUMINOR
JEMURSARI HOTEL SURABAYA**

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ABSTRACT

This field work report (LKL) aims to analyze the implementation of complaint handling at the Luminor Hotel Jemusari Surabaya. The field work report was prepared by carrying out practical field work at the sales & marketing department. The sales & marketing department is one of the departments that meets directly with customers. This makes the author understand the application of complaint handling through an all you can eat buffet during ramadan at the Luminor Jemursari Hotel. Handling customer complaints is important for hotels to survive. During field work practice, the author found six complaint that occurred during field work practice. Based on observations during work practices, it was found that Hotel Luminor Jemursari had implemented it in accordance with the complaint handling guidelines. Problems related to complaint handling are still being found, so improvements need to be made and recommendations provided in order to improve the quality of the Luminor Hotel

Keywords : complaint, complaint handling, customers