

IMPLEMENTASI *SERVICE EXCELLENCE* PADA DIVISI *FRONT OFFICE* DI HOTEL CIPUTRA WORLD SURABAYA

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ABSTRAK

Hotel Ciputra World Surabaya merupakan hotel bintang lima di Surabaya yang diresmikan pada tanggal 27 November 2014 dan terletak di Jl. Mayjend Sungkono No. 87-89 Surabaya. Laporan Kerja Lapangan ini bertujuan mengidentifikasi implementasi *service excellence* pada divisi *front office* di Hotel Ciputra World Surabaya. Teori *service excellence* yang digunakan dapat dilihat dari 6 prinsip yaitu: *Attitude* (Sikap), *Ability* (Kemampuan), *Appearance* (Penampilan), *Attention* (Perhatian), *Accountability* (Tanggung Jawab), *Action* (Tindakan). Laporan Kerja Lapangan dapat disusun dengan cara melakukan praktek kerja lapangan di Hotel Ciputra World Surabaya yang dilakukan selama 6 bulan pada departemen *front office* khususnya di bagian *receptionis* dan *guest relation officer*. Pengamatan yang dilakukan selama praktek kerja dilakukan untuk membahas lebih dalam implementasi *service excellence* pada divisi *front office* di Hotel Ciputra World Surabaya. Berdasarkan pengamatan serta pengalaman selama melakukan praktek kerja lapangan di bagian *receptionis* dan *guest relation officer*, diketahui bahwa departemen *front office* di Hotel Ciputra World Surabaya masih belum memenuhi prinsip *service excellence*.

Kata Kunci : Hotel, *Front office*, *Guest Relation Officer*, *Service Excellence*

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ABSTRACT

Hotel Ciputra World Surabaya is a five-star hotel in Surabaya, which was officially opened on November 27, 2014, and is located at Jl. Mayjend Sungkono No. 87-89 Surabaya. This Field Work Report aims to identify the implementation of service excellence in the front office division at Hotel Ciputra World Surabaya. The service excellence theory used can be seen from six principles: Attitude, Ability, Appearance, Attention, Accountability, and Action. The Field Work Report is compiled by conducting practical work experience at Hotel Ciputra World Surabaya for six months in the front office department, specifically in the receptionist and guest relation officer sections. Observations made during the work experience are intended to discuss in more depth the implementation of service excellence in the front office division at Hotel Ciputra World Surabaya. Based on the observations and experiences during the fieldwork at the receptionist and guest relation officer sections, it was found that the front office department at Hotel Ciputra World Surabaya has not yet fully met the principles of service excellence.

Keywords: Hotel, Front office, Guest Relation Officer, Service Excellence