

**STRATEGI PENINGKATAN KUALITAS PELAYANAN PRAMUSAJI  
PADA MASA PANDEMI COVID-19 DI FIRE RESTAURANT W BALI –  
SEMINYAK**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui kendala dan strategi apa saja yang digunakan untuk meningkatkan kualitas pelayanan pramusaji pada masa pandemi Covid-19 di Fire Restaurant W Bali – Seminyak. Desain penelitian ini adalah deskriptif kualitatif dengan menggunakan metode wawancara, observasi, dan dokumentasi sebagai instrumen pengambilan data. Subjek dari penelitian ini adalah *Learning & Development and Industrial Relationship Manager* dan *Manager Fire Restaurant* dan objek dari penelitian ini adalah strategi peningkatan kualitas pelayanan pramusaji pada masa pandemi Covid-19. Berdasarkan hasil penelitian menunjukkan (1) ditemukan beberapa kendala seperti sistem operasional, masalah keuangan, dan keterbatasan kemampuan berbahasa asing. (2) strategi yang diterapkan di Fire Restaurant yaitu, strategi sumber daya manusia, strategi kelembagaan, strategi program dan pelatihan *Hotel system by Marriott*.

Kata Kunci: Strategi, Kualitas Pelayanan, Pramusaji

**STRATEGY TO IMPROVE THE QUALITY OF WAITER SERVICE  
DURING COVID-19 PANDEMIC AT FIRE RESTAURANT W BALI –  
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***ABSTRACT***

*The study aims to identify the challenges and the strategies to improve the service quality of the waitress in Fire Restaurant W Bali along the Covid-19 pandemic. The research design is descriptive qualitative which involves interview, observation, and documentation as the instruments to collect the data. The subjects of this research are Learning & Development and Industrial Relationship Managers and Fire Restaurant Managers and the object of this research is a strategy to improve the quality of waiter service during the Covid-19 pandemic. Based on the results of the study, (1) found several obstacles such as operational systems, financial problems, and limited foreign language skills. (2) the strategies applied at the Fire Restaurant, namely, human resource strategies, institutional strategies, program strategies and hotel system training by Marriott.*

*Keywords: Strategy, Service Quality, Waiter/ss*