

**STRATEGI PENANGANAN *GUEST COMPLAINT* DI HOTEL
JAMBULUWUK OCEANO SEMINYAK BALI**

Oleh

Kadek Ayu Krisna Yanti, NIM. 2257015028 Jurusan Manajemen

ABSTRAK

Penelitian ini merupakan penelitian deskriptif kualitatif yang bertujuan untuk menganalisis jenis *complaint* yang ada, kendala –kendala yang dihadapi oleh *Receptionist* dalam menangani *guest complaint*, serta menganalisis bagaimana strategi yang digunakan oleh *Receptionist* dalam menangani *guest complaint* di Hotel Jambuluwuk Oceano Seminyak Bali. Data dikumpulkan dengan observasi, kemudian dilanjutkan dengan wawancara kepada *staff receptionist* dan dokumentasi. Hasil dari penelitian ini yaitu dari jenis *complaint* yang ada seperti *Facilities complaint Air Conditioner* tidak dingin, *Air Contioner leaking*, *unusual complaint* seperti *noisy from club* di sebelah bangunan hotel, *service complaint* seperti salah mengantarkan barang tamu, dan *staff complaint* dihadapi oleh *receptionist* berdasarkan SOP yang sudah ada di hotel dan strategi penanganan *guest complaint* oleh *receptionist* dilakukan dengan beberapa cara yaitu mengidentifikasi masalah, mendengarkan semua keluhan tamu, bersifat empati, meminta maaf , menenangkan tamu, *action* dan mem *follow-up* masalah itu, dan *courtesy* tamu.

Kata kunci : *complaint, guest, receptionist*

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ABSTRACT

This research is a qualitative descriptive study which aims to analyze the types of complaints that exist, the obstacles faced by Receptionists in handling guest complaints , as well as analyzing the strategies used by Receptionists in handling guest complaints at the Jambuluwuk Oceano Hotel Seminyak Bali. Data was collected through an observation, then continued with interviews with receptionist staff and documentation. The results of this research are the types of complaints that exist, such as Facilities complaints, Air Conditioner not cold, Air Conditioner leaking , unusual complaints such as noise from the club next to the hotel building , service complaints such as delivering guest items incorrectly, and staff complaints faced by the receptionist based on the Standard Operating Procedure. already exists in hotels and strategies for handling guest complaints by receptionists are carried out in several ways, namely identifying problems, listening to all guest complaints, being empathetic, apologizing, calming guests, taking action and following up on the problem, and guest courtesy.

Keywords: complaint, guest, receptionist