

ANALISIS KUALITAS PELAYANAN BERDASARKAN *GUEST COMMENT* DI SIX SENSES ULUWATU, BALI

Oleh

Alfiyan Irsyad Thoyyib, NIM 2015011019

Jurusan Teknologi Industri

ABSTRAK

Penelitian ini memiliki tujuan untuk menganalisis data persepsi kualitas pelayanan berdasarkan *guest comment* di Six Senses Uluwatu, Bali. Penelitian ini menggunakan pendekatan kualitatif metode deskriptif dan metode pengumpulan data dalam penelitian ini adalah menggunakan metode observasi dan dokumentasi. Data primer dalam penelitian ini adalah *guest comment* yang berada pada *website* agoda.com mengenai kualitas pelayanan Six Senses Uluwatu, Bali. Hasil penelitian mengungkapkan bahwa pelayanan pada dimensi *responsiveness* dinilai cukup baik yang disebabkan masih adanya keluhan tamu mengenai kurangnya kesadaran *host/staf* Six Senses Uluwatu, Bali dalam menangani permasalahan tamu. Pada dimensi *assurance*, pelayanan Six Senses Uluwatu, Bali mendapatkan persentase tertinggi pada ulasan positif sehingga dinilai memberikan pelayanan yang sangat baik dan menjadi salah satu dimensi terpenting dari kelima dimensi kualitas pelayanan. Penerapan dimensi *tangible* pada pelayanan di Six Senses Uluwatu, Bali dinilai perlu ditingkatkan lebih baik menurut para tamu dengan melakukan pemeliharaan rutin dan pembersihan secara mendetail serta dimensi *tangible* menjadi dimensi yang paling sering dibahas dari kelima dimensi lainnya sehingga dimensi ini menjadi dimensi terpenting di Six Senses Uluwatu, Bali. Pada dimensi *empathy* dinilai dapat mempengaruhi menurunnya kualitas pelayanan berdasarkan nilai pada ulasan yang diunggah oleh tamu pada *website* agoda.com sehingga dimensi *empathy* menjadi salah satu penentu kuat dalam penilaian kualitas pelayanan. Penerapan pelayanan pada dimensi *reliability* dinilai masih kurang optimal karena beberapa tamu mendapatkan pelayanan yang tidak sesuai yang dijanjikan. Dimensi *reliability* diindikasikan dapat berkontribusi dalam menurunkan loyalitas pelanggan yang disebabkan pelayanan yang diberikan tidak sesuai dengan yang dijanjikan dan foto kamar yang ada di *website* berbeda dengan yang didapatkan pelanggan sehingga berdampak pada penilaian yang diunggah para tamu pada *website* agoda.com

Kata Kunci: Kualitas Pelayanan, *Guest comment*, Six Senses Uluwatu, Bali

ANALYSIS OF SERVICE QUALITY BASED ON GUEST COMMENTS IN SIX SENSES ULUWATU, BALI

By

Alfiyan Irsyad Thoyyib, NIM 2015011019

Jurusan Teknologi Industri

ABSTRACT

This study aimed to analyze data on perceptions of service quality based on guest comments at Six Senses Uluwatu, Bali. This study used a qualitative descriptive method approach and the data collection method in this study was using observation and documentation methods. The primary data in this study were guest comments on the agoda.com website regarding the service quality of Six Senses Uluwatu, Bali. The results of the study revealed that the service on the responsiveness dimension was considered quite good due to the fact that there were still guest complaints about the lack of awareness of hosts/staff of Six Senses Uluwatu, Bali in handling guest problems. In the assurance dimension, the service of Six Senses Uluwatu, Bali received the highest percentage of positive reviews thus it was considered to provide exceptional service and became one of the most important dimensions of the five dimensions of service quality. The application of the tangible dimension to the service at Six Senses Uluwatu, Bali was considered to need to be improved according to guests by carrying out routine maintenance and detailed cleaning and the tangible dimension became the most frequently discussed dimension over the other five dimensions so that this dimension became the most important dimension at Six Senses Uluwatu, Bali. In the empathy dimension, it was considered to be able to influence the decline in service quality based on the value of reviews uploaded by guests on the agoda.com website so that the empathy dimension was one of the strong determinants in assessing service quality. The implementation of service in the reliability dimension was considered to be less than optimal because some guests received services that were not as promised. The reliability dimension was indicated to contribute to reducing customer loyalty because the service provided was not as promised and the room photos on the website were different from those received by customers, thus impacting the assessments uploaded by guests on the agoda.com website.

Key Word: Service Quality, Guest comment, Six Senses Uluwatu, Bali