

ANALISIS PENANGANAN KELUHAN TAMU DI EXPRESS RESTAURANT HOTEL HOLIDAY INN RESORT BARUNA BALI

Oleh

Kadek Dani Yoga Saputra, NIM. 2257013027

Jurusan Manajemen

ABSTRAK

Penelitian ini bertujuan untuk menganalisis penanganan keluhan tamu di Express Restaurant Hotel Holiday Inn Resort Baruna Bali dengan pendekatan deskriptif kualitatif. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi terhadap staf, *trainee*, *daily worker*, serta manajer restoran. Hasil menunjukkan bahwa keluhan paling umum berupa *attitudinal complaints* dan *service related complaints*, seperti sikap staf yang kurang ramah, keterlambatan penyajian, dan ketidaksesuaian pesanan. Kendala utama meliputi kurangnya pelatihan, tingginya beban kerja saat sarapan, dan keterbatasan komunikasi dengan tamu asing. Manajemen merespons melalui strategi berbasis lima dimensi SERVQUAL, mencakup pelatihan komunikasi, penegakan SOP, kehadiran mobile manager, dan pembinaan empati. Penanganan keluhan yang responsif dan sistematis terbukti meningkatkan kepuasan dan loyalitas tamu. Temuan ini diharapkan menjadi acuan dalam peningkatan kualitas layanan restoran secara berkelanjutan.

Kata Kunci : Penanganan Keluhan Tamu, Pelayanan Makanan dan Minuman, Kualitas Pelayanan.

**ANALYSIS OF GUEST COMPLAINT HANDLING AT EXPRESS
RESTAURANT HOLIDAY INN RESORT BARUNA BALI**

By

Kadek Dani Yoga Saputra NIM. 2257013027

Management Departement

ABSTRACT

This study aims to analyze guest complaint handling at Express Restaurant, Holiday Inn Resort Baruna Bali, using a descriptive qualitative approach. Data were collected through observation, in-depth interviews, and documentation involving staff, trainees, daily workers, and restaurant managers. The results show that the most common complaints are attitudinal complaints and service-related complaints, such as unfriendly staff behavior, delayed food service, and incorrect orders. Key obstacles include lack of specific training, high workload during breakfast hours, and limited communication skills with foreign guests. Management addresses these issues through strategies based on the five SERVQUAL dimensions, including communication training, SOP enforcement, mobile manager presence, and fostering empathy. Responsive and structured complaint handling has proven to enhance guest satisfaction and loyalty. The findings are expected to serve as a reference for improving restaurant service quality through a humanistic and systematic approach.

Keywords: *Guest Complain Handling; Food and Beverage Service; Service Quality.*