

Lampiran 1. Daftar Pertanyaan Wawancara

A. Pertanyaan Umum

1. Bisa dijelaskan peran dan tanggung jawab utama seorang Guest Service Agent (GSA) di Jumeirah Bali?
2. Sejak kapan Bapak/Ibu bekerja di Jumeirah Bali, dan apa posisi Anda saat ini?
3. Apa saja pelatihan atau briefing yang diberikan kepada GSA sebelum mulai bertugas?

B. Mengenai Penerapan SOP dan LQA

1. Bagaimana penerapan SOP di bagian Guest Service Agent? Apakah sudah mengacu pada standar LQA?
2. Apa saja aspek dari standar LQA yang paling ditekankan dalam pelayanan kepada tamu?
3. Bagaimana proses check-in dan check-out dijalankan agar sesuai dengan standar LQA?
4. Apakah ada perbedaan antara SOP internal hotel dan standar LQA? Jika ada, bagaimana penyelesaiannya?

C. Tantangan atau Kendala

1. Apa kendala yang sering dihadapi oleh Guest Service Agent dalam menerapkan SOP berbasis LQA?
2. Bagaimana cara GSA mengatasi situasi sulit atau tamu yang tidak puas agar tetap sesuai standar pelayanan?
3. Apakah ada hambatan dari sisi teknologi, komunikasi, atau budaya kerja dalam penerapan LQA?

D. Evaluasi dan Pengawasan

1. Apakah ada evaluasi rutin terhadap kinerja GSA dalam menerapkan LQA? Bagaimana bentuk evaluasinya?
2. Siapa saja yang terlibat dalam pengawasan penerapan standar pelayanan di bagian Front Office?

E. Saran dan Harapan

1. Menurut Anda, apa yang perlu ditingkatkan agar implementasi standar LQA lebih optimal di Jumeirah Bali?
2. Apakah ada masukan bagi institusi pendidikan atau mahasiswa yang ingin meneliti hal serupa di industri perhotelan?



Lampiran 2. Dokumentasi Kegiatan

JUMEIRAH BALI CHECK OUT SEQUENCE		
No.	Sequence	Verbiage
1.	Greetings (QA: 30 seconds greeting, 60 seconds eye contact)	positively acknowledged with hand or facial gestures within 1 minute. "Good morning/afternoon/evening, my name is ... Allow me to assist you in the sofa area for the checkout process, would you like to have a drink (Mocktail welcome drink or Mineral water)."
2.	Anticipatory Question Did the employee help with luggage and onward transport or reconfirm any pre-arranged transport?	1. "I would like to ensure there is nothing left in the safety Deposit box or in your room." 2. "Is your luggage secured by our team?" 3. "We would like to reconfirm your transportation arrangements." (When No Hotel transport is arranged, please offer a guest.)
3.	Invoice Assistance Employees make every effort to meet the guest's requests or offer a suitable alternative	"Allow me to show the invoice details from your stay for you to verify." "How would you like to settle the balance, is it by the same card or cash?" "We would like to inform you of the invoice we will send it to your email." "I will within 2 hours, for hard copy request please provide it in an envelope."
4.	Did the employee ask at any point if the guest had enjoyed their stay? Did the employee show appreciation (e.g., thank the guest) for the guest's business and extend an invitation to return? Recognize Jumeirah One Member team, thank them and encourage them to return. Note: Flow Chart Available	• "How's your stay, sir? Is there anything to share from your stay experience in Jumeirah Bali?" • "What do you like the most from Jumeirah Bali?" • How would you rate the stay if by a number between 1-10, 1-8 means our service doesn't meet the expectations and 9-10 means good? • If score 9/10, invite them to fill out the guest Satisfaction departure survey. Mr. ... If you don't mind, we would like to ask your support for Jumeirah Bali becoming the first preferred luxury Villa in Bali. We invite you to fill out the departure survey based on the overall stay score that you mentioned earlier (9/10). The survey will be sent to your email after checking out. • Jumeirah One Member: "Mr. Smith, we recognize you as our Jumeirah One member thank you so much for your loyalty, we do hope Jumeirah Bali will be first preferred place whenever you visit Bali in the future, and we look forward to welcoming you back." Non-Member: "Thank you so much, we do hope Jumeirah Bali will be first preferred place whenever you visit Bali in the future, and we look forward to welcoming you back." • If a guest gives a bad score/comment, please ask for details, and alert the leader in charge to meet with the guest
5.	Employees offer a sincere farewell at the end of the conversation and show appreciation	"I would like to inform you that the checkout process is done." Is there anything else that I can assist you with? "Thank you for staying at Jumeirah Bali we are really happy to have you and look forward to welcoming you back."

GSA CHECK-IN SEQUENCE		
No.	Sequence	Remarks
1.	Greeting (QA: 30 seconds greeting, 60 seconds eye contact) 1. Welcome Guest 2. Reconfirm Luggage 3. Asking Passport 4. Issuing Luggage / Valet tags for guests.	"Good afternoon, Mr. Smith (Welcome / Welcome Back) to Jumeirah Bali, My Name is Bryan. We have been expecting you and your family. Allow me to reconfirm all the luggage. For the check-in process may I borrow all passports." If member: "Thank you so much for being our Bronze member we greet and recognize you as a Jumeirah One Member, as Bronze member you are entitled to have a 10% Discount on Spa Treatment." → Explain benefits based on level.
2.	Escorting to the check-in Lounge and offering an optional welcome drink and giving cold towels.	Sir, we have 2 options for the welcome drink the signature Jasmine berry with dry Pineapple topping or mineral water. Which one that you would like to have?
3.	Reconfirm Reservation + UPSSELL	1. Reconfirm the Name based on what is written in the GRC & Opera System. 2. Period of stay + check out time 12 noon. 3. Villa Type + Bed type → Upsell 4. Villa Rate (paid / unpaid) 5. Package Inclusions 6. Guest request: QA employees make every effort to meet the guest's requests or give a suitable alternative. 7. Reconfirm the Payment method and ask for a deposit (3,000,000/night)
4.	Asking / Reconfirm Guest's email and mobile number + JUMEIRAH ONE ENROLLMENT	When data is available: Could I reconfirm your email and mobile number which is already written on the registration card? When no data: Can I have your mobile number and email? Enrollment: Allow us to offer a 10% Discount for SPA Treatment and a chance to earn points during your stay by allowing us to do free registration to your email for Jumeirah One membership.
5.	Anticipatory Service QA: taking the initiative to provide a service touch that is over and above a typical luxury gesture, leaving the guest WOWed	QA: Always alert and on the watch for service, anticipating guest's needs. 1. Asking if they are allergic to food. 2. Asking about preferences for example fruits, Food Preferences. 3. Offer Kids amenities when we realize they travel with kids but are unregistered in the system.
6.	Statement of Check-in QA: If the room is not ready, explain. 1. Inform hotel facility can be used by guests (Wi-Fi, Fitness, Pool ETC) 2. Inform guest of estimated waiting time (Via Mobile/person)	"Mr. Smith The check-in registration is complete now is time for me to explain the hotel facility while waiting for the buggy to escort you to the villa." (Show the Resort Map and resort Activity and hand it to guests when they would like to have it or offer to send the soft copy via e-butter) If the room is not ready After 3 pm local time 1. Regular Guest: invite guests for Non-Alcoholic Drink and Snacks at Maja Lounge 2. VIP Guest: serve lunch (Selected Menu) and - Alcoholic Drink at Segaran
7.	Informing hotel facilities and opening time	QA: For Regular guests Minimum of two key hotel facilities explained. 22: SPA, Gym & Gift shop (Retail Shop) 33: Akasa, Segaran, Maja Lounge Main Pool, Beach Access, Peafowl
8.	Introduce the guest to the Butler and hand over the key including introducing about e-butter	"Mr. Smith I would like to introduce our butler John who going to escort you to the villa and explain more about the resort, facility, and e-butter service. I have handed over the key to the butler and the key can be handed back to us when checking out." Note: Introduce e-butter by Butler
9.	Check-in farewell and escorting to Buggy area	QA: sincere farewell at the end of the conversation and show appreciation "Mr. Smith Thank you for choosing Jumeirah Bali we are so happy to have you and your family stay with us and have a great stay."

RIWAYAT HIDUP



Ni Komang Rezi Kandari lahir di desa Tunjung pada tanggal 10 November 2003. penulis lahir dari pasangan suami istri Bapak I Made Merta dan ibu Ni Nengah Muderasing. Penulis berkebangsaan Indonesia dan beragama Hindu. Kini penulis bertempat di Banjar Dinas Daging Margi, Desa Tunjung, Kecamatan Kubutambahan, Kabupaten Buleleng, Provinsi Bali.

Penulis menyelesaikan pendidikan dasar di SD Negeri 1 Tajun dan lulus pada tahun 2014. kemudian penulis melanjutkan di SMP Negeri 3 Kubutambahan dan lulus pada tahun 2017. Pada tahun 2020, penulis lulus SMK Negeri 2 Singaraja jurusan Akomodasi Perhotelan dan melanjutkan ke D4 Pengelolaan Perhotelan di Universitas Pendidikan Ganesha. Pada semester akhir tahun 2025 penulis telah menyelesaikan Tugas Akhir yang berjudul “analisis penerapan *standard operating procedure* (sop) oleh *guest service agent* sesuai *brand standard leading quality assurance* (lqa) di jumeirah bali”.