

STRATEGI PENANGANAN KELUHAN TAMU TERHADAP KEBERADAAN SERANGGA PADA GIRI WOOD HOTEL & VILLA DI KABUPATEN BULELENG PROVINSI BALI

Oleh

Komang Gede Puja Bagiadnyana,

NIM 2257011021

Jurusan Manajemen

ABSTRAK

Giri Wood Hotel & Villa yang berlokasi di kawasan alam terbuka Desa Wanagiri, Kabupaten Buleleng, mengusung konsep *eco-friendly* dan natural ambience sehingga memiliki potensi munculnya serangga yang dapat menimbulkan komplain tamu. Penelitian ini bertujuan untuk mendeskripsikan strategi penanganan komplain tamu terhadap keberadaan serangga serta merumuskan rekomendasi pengelolaan komplain yang selaras dengan konsep ramah lingkungan. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Informan penelitian meliputi pihak manajemen, staf *Front Office* dan *Housekeeping*, serta tamu. Hasil penelitian menunjukkan bahwa penanganan komplain dilakukan melalui koordinasi cepat antar departemen dan penerapan prinsip *service recovery* seperti empati, permintaan maaf, tindakan perbaikan, dan tindak lanjut kepada tamu. Namun, masih diperlukan penyempurnaan berupa SOP tertulis, penerapan metode LEARN atau ILEAD, serta edukasi kepada tamu terkait kondisi lingkungan hotel.

Kata Kunci: Komplain tamu, Service recovery, Serangga, Eco-friendly

**STRATEGY FOR HANDLING GUEST COMPLAINTS REGARDING THE
PRESENCE OF INSECTS AT GIRI WOOD HOTEL & VILLA IN
BULELENG REGENCY, BALI PROVINCE**

By

Komang Gede Puja Bagiadnyana,

NIM 2257011021

Jurusan Manajemen

ABSTRACT

Giri Wood Hotel & Villa, located in the open natural area of Wanagiri Village, Buleleng Regency, adopts an eco-friendly and natural ambience concept, which creates the potential for the presence of insects that may lead to guest complaints. This study aims to describe the strategies for handling guest complaints related to the presence of insects and to formulate recommendations for complaint management that are aligned with environmentally friendly principles. This research employed a descriptive qualitative approach with data collected through observation, interviews, and documentation. The research informants consisted of management, Front Office and Housekeeping staff, as well as guests. The results indicate that complaint handling is carried out through rapid interdepartmental coordination and the application of service recovery principles, including empathy, apologies, corrective actions, and follow-up with guests. However, improvements are still needed in the form of written standard operating procedures, the implementation of structured complaint-handling methods such as LEARN or ILEAD, and guest education regarding the hotel's environmental conditions.

Keywords: Guest complaints, Service recovery, Insects, Eco-friendly