

ABSTRACT

Vivi Elviana, 213106026, 2024. *The Implentation of Excellent Service by Customer Service at Amartahills Hotel Batu*, English Diploma Three Program Business Administration Department, State Polytechnic of Madun.

Amartahills Hotel Batu is one of the accommodations located in Batu City, East Java, Indonesia. This hotel is famous for its strategic location, complete facilities and good service. As a four-star hotel, Amartahills Hotel Batu is committed to providing the best service to every guest. Therefore, this final project report aims to describe the excellent service process carried out by customer service at Amartahills Hotel Batu. The writer used the 6A concept consisting of Ability, Attitude, Appearance, Attention, Action, and Accountability from Kurniawan theory. In addition, the writer used a qualitative descriptive method that includes interviews, observations, and documentation as data collection methods. Interviews were conducted with customer service officer at Amartahills Hotel Batu using semi-structured questions. In his observations, the author observed a series of service processes carried out by customer service at Amartahills Hotel and was reinforced by the results of interview conducted on June 11 at Amartahills Hotel. As a result, the Customer service officer at Amartahills Batu implemented an excellent service process in accordance with Kurniawan 6A theory starting from the guest process to the hotel to check in to the check out process by the guest.

Key words: Excellent Service, Customer Service, Customer Service Officer, Amartahills Hotel.

ABSTRAK

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Amartahills Hotel Batu merupakan salah satu akomodasi yang terletak di Kota Batu, Jawa Timur, Indonesia. Hotel ini terkenal dengan lokasi nya yang strategis, fasilitas yang lengkap, serta pelayanan yang baik. Sebagai hotel bintang empat, Amartahills Hotel Batu berkomitmen untuk memberikan pelayanan terbaik kepada setiap tamu. Oleh karena itu, laporan tugas akhir ini bertujuan untuk mendeskripsikan proses pelayanan prima yang dilakukan oleh customer service di Amartahills Hotel Batu. Penulis menggunakan konsep 6A yang terdiri dari Ability, Attitude, Appearance, Attention, Action, dan Accountability dari teori Kurniawan. Selain itu, penulis menggunakan metode deskriptif kualitatif yang meliputi wawancara, observasi, dan dokumentasi sebagai metode pengumpulan data. Wawancara dilakukan kepada customer service officer di Amartahills Hotel Batu dengan menggunakan pertanyaan semi terstruktur. Dalam pengamatannya, penulis mengamati serangkaian proses pelayanan yang dilakukan oleh customer service di Amartahills Hotel dan diperkuat dengan hasil wawancara yang dilakukan pada tanggal 11 Juni di Amartahills Hotel. Sehingga Customer service officer Amartahills Batu menerapkan proses pelayanan yang baik sesuai dengan teori Kurniawan 6A mulai dari proses tamu datang ke hotel hingga proses check in sampai dengan proses check out oleh tamu.

Kata Kunci: Excellent Service, Customer Service, Customer Service Officer, Amartahills Hotel.