

ABSTRAK

Pariwisata merupakan salah satu kelompok industri terbesar di dunia. Perkembangan pariwisata di Indonesia sangat dinamis, perkembangan ini tidak bisa dilepaskan dari peran serta bisnis akomodasi perhotelan karena keduanya bagaikan dua sisi mata uang yang saling melengkapi dan tidak terpisahkan. Namun seiring dengan berkembangnya trend wisata MICE (*Meeting, Incentive, Conference and Exhibition*). Penelitian Tugas Akhir Ini Bertujuan Untuk Mengetahui Peran Yang Disajikan Waiter Dan Waitress Dalam Meningkatkan Kepuasan Tamu Di Ruby Resto'n Lounge Royal Hotel Jember. Adapun Metode Pengumpulan Data Penelitian Laporan Tugas Akhir Ini Metode Observasi, Wawancara Dan Studi Pustaka. Kualitas Pelayanan Untuk Empathy Meliputi Perhatian Pegawai Terhadap Tamu, berkomunikasi dengan baik kepada tamu dan membantu kebutuhan tamu menunjukkan tamu Merasa Diperhatikan Sehingga Para Tamu Merasa Puas Makan. Kualitas Pelayanan Untuk *Reliability* Meliputi Kemampuan Para Pegawai Dalam Memberikan Apa Yang Dibutuhkan Tamu, mampu memberikan pelayanan dengan segera dan sesuai dengan yang dijanjikan. Dalam Menangani Masalah Menunjukkan Para Tamu Merasa Terpenuhi Sehingga Para Tamu Merasa Puas Makan Di Restaurant. Kualitas Pelayanan Untuk Responsiveness Meliputi Kecepatan Pegawai Dalam Memberikan Pelayanan, Kesiapan Pegawai Dalam Membantu Tamu Kemampuan Didalam Menangani Keluhan Tamu, Menunjukkan Para Tamu Merasa Daya Tanggap Pegawai Mayoritas Baik Sehingga Para Tamu Merasa Puas

Kata Kunci : Restoran, Peran, waiter/ss, Kualitas Pelayanan



ABSTRACT

Tourism is one of the largest industrial groups in the world. The development of tourism in Indonesia is very dynamic, this development cannot be separated from the role of the hotel accommodation business because the two are like two sides of a coin that are complementary and inseparable. However, along with the development of the MICE (Meeting, Incentive, Conference and Exhibition) tourism trend. This Final Project Research Aims To Know The Role Presented By Waiters And Waitress In Improving Guest Satisfaction At Ruby Resto'n Lounge Royal Hotel Jember. The Method of Data Collection for Research in this Final Project is the Observation, Interview and Pustaka Study. Quality of Service for Empathy includes the attention of employees towards guests, communicating well to guests and helping guests' needs to show guests feel cared for so that guests feel satisfied eating. Quality of Service for Reliability Includes the ability of employees to provide what guests need, able to provide services immediately and as promised. In Handling Problems Shows Guests Feel Fulfilled So Guests Feel Satisfied Eating In The Restaurant. Quality of Service for Responsiveness includes the speed of employees in providing service, readiness of employees in assisting guests, the ability to handle guest complaints, showing guests feel the majority of employees feel good, so that guests feel satisfied

Keywords : Restaurant, Role, Waiter/ss, Quality of Service.

