

ABSTRAK

Penelitian tugas akhir ini bertujuan untuk mengetahui pekerjaan yang disajikan waiter dan waitress dalam meningkatkan kepuasan tamu di Rayunan restaurant di Wyndham Dreamland Resort Bali dan tanggapan tamu atas kualitas pelayanan waiter dan waitress dalam meningkatkan kepuasan Tamu di Rayunan Restaurant di Wyndham Dreamland Resort Bali. Adapun metode pengumpulan data penelitian laporan tugas akhir ini metode observasi, wawancara dan studi pustaka. Hasil pembahasan menunjukkan bahwa tamu merasa puas makan di Rayunan restaurant Wyndham Dreamland Resort Bali. Kualitas pelayanan untuk empathy meliputi perhatian pegawai terhadap tamu, sikap para pegawai menunjukkan tamu merasa diperhatikan sehingga para tamu merasa puas makan. Kualitas pelayanan untuk reliability meliputi kemampuan para pegawai dalam memberikan apa yang dibutuhkan tamu, kemampuan para pegawai dalam menyampaikan pelayanan jasa dan cara dan upaya pegawai 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 Makan, ditunjukkan hasil angket yang disebarkan mayoritas tamu merasa puas dan karyawan dalam menanggapi keluhan dan memberikan solusinya. Kualitas pelayanan untuk assurance meliputi jaminan keamanan dan kenyamanan, menunjukkan para tamu merasa nyaman makan di Rayunan restaurant. Berdasarkan hasil pembahasan diatas maka Dapat disimpulkan: 1) harus mempertahankan kualitas pelayanan jasa meliputi responsiveness dan assurance, karena menurut tamu kedua faktor Tersebut sudah dapat terpenuhi. Akan tetapi tidak ada salahnya apabila pihak hotel meningkatkan faktor-faktor tersebut pada dimensi-dimensi kualitas Pelayanan yang dianggap masih kurang baik, seperti untuk dimensi tangible, yang terdiri atas variasi menu makanan, harga menu makanan, fasilitas restaurant, kebersihan makanan, kerapian dan keseragaman karyawan hotel. Ini semua harus lebih ditingkatkan lagi kinerjanya.

Kata Kunci : *Kualitas pelayanan, Kepuasan tamu*

ABSTRACT

This final project research aims to determine the work presented by waiters and waitresses in increasing guest satisfaction at Rayunan restaurant at Wyndham Dreamland Resort Bali and guest responses on the quality of waiter and waitress services in increasing Guest satisfaction at Rayunan Restaurant at Wyndham Dreamland Resort Bali. The research data collection method for this final project report is the method of observation, interview and literature study. The results of the discussion showed that guests were satisfied to eat at Rayunan restaurant at Wyndham Dreamland Resort Bali. Quality of service for empathy includes employee attention to guests, the attitude of employees shows 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, the ability of employees to deliver services and ways and efforts of employees to deal with problems shows that guests feel fulfilled so that guests feel satisfied eating at a Restaurant. Quality of service for responsiveness includes employee speed in providing services, employee readiness in helping guests the ability to handle guest complaints, showing guests feel responsiveness of the majority of employees well so that guests feel Satisfied Eating, indicated the results of the questionnaire distributed by the majority of guests were satisfied and employees in respond to complaints and provide solutions. The quality of service for assurance includes a guarantee of safety and comfort, showing the guests feel comfortable eating at Pandan Wangi Restaurant. Based on the results of the discussion above, it can be concluded: must maintain the quality of services including responsiveness and assurance, because according to the guest the two factors have been fulfilled. But there is nothing wrong if the hotel increases these factors on the dimensions of service quality that are considered to be still not good, such as the tangible dimension, which consists of variations of food menus, food menu prices, restaurant facilities, food hygiene, neatness and uniformity hotel employee. All of this must be further improved.

Keywords: Service quality, guest satisfaction