

INTISARI

Front office merupakan wajah dan pembentuk citra hotel di mata tamu. Oleh karena itu, performa pekerja *front office* harus diperhatikan supaya tamu memperoleh kepuasan pelayanan ketika menginap. Namun, pekerja *front office* cenderung berpotensi mengalami burnout akibat tingginya intensitas bertemu dengan tamu, serta kerap kali dihadapkan pada berbagai situasi stress dan tuntutan yang tinggi. Tentunya burnout dapat memengaruhi performa pekerja dalam melayani tamu. Belakangan ini, adanya pandemi Covid-19 memberikan dinamika baru bagi dunia perhotelan. Pandemi berimplikasi terhadap berkurangnya mobilitas wisatawan yang kemudian menyebabkan penurunan jumlah tamu hotel. Penelitian ini berusaha untuk mengidentifikasi burnout yang dialami oleh para pekerja *front office* di The Phoenix Hotel Yogyakarta pada masa pandemi. Identifikasi burnout pada penelitian ini mengacu pada konsep The Copenhagen Burnout Inventory (CBI) dari Kristensen dkk. (2007). Dari ketiga domain yang ada pada CBI, domain burnout pelanggan (*customer-related burnout*) merupakan domain yang digunakan pada penelitian ini. Melalui survey yang dilakukan terhadap 11 responden yang terdiri dari para pekerja non-manajerial dan *trainee*, didapatkan beberapa kesimpulan hasil penelitian. Pertama, pekerja *front office* di The Phoenix Hotel Yogyakarta mengalami burnout pada tingkat ‘rendah’ ($\chi=1,98$). Kedua, hasil menunjukkan bahwa ‘kesulitan dalam melayani’ dan ‘tenaga terkuras’ merupakan pengalaman yang mendapat skor paling tinggi ($\chi=2,18$). Namun, skor tersebut masih menunjukkan tingkat yang ‘rendah’. Sementara itu, pengalaman yang mendapat skor paling rendah adalah ‘pengalaman frustrasi’ ($\chi=1,73$). Pengalaman tersebut menunjukkan tingkat yang ‘sangat rendah’.

Kata kunci: burnout, pekerja hotel, pandemi covid-19, The Copenhagen Burnout Inventory, The Phoenix Hotel Yogyakarta.

ABSTRACT

The front office is the face and shaper of the hotel's image in guests' eyes. Therefore, the performance of front office workers must be considered so that guests get service satisfaction while staying. However, front office workers tend to have the potential to experience burnout due to the high intensity of meeting guests and are often faced with various stressful situations and high demands. Of course, burnout can affect the performance of workers in serving guests. Recently, the Covid-19 pandemic has given new dynamics to the hospitality industry. The pandemic has implications for the mobility of tourists, causing the number of hotel guests to decrease. This study seeks to identify the burnout experienced by front office workers at The Phoenix Hotel Yogyakarta during the pandemic. The identification of burnout in this study refers to the concept of The Copenhagen Burnout Inventory (CBI) from Kristensen et al. (2007). Of the three domains in CBI, the customer-related burnout domain is used in this study. Several conclusions were obtained from the research results from a survey conducted on 11 respondents consisting of non-managerial workers and trainees. First, front office workers at The Phoenix Hotel Yogyakarta experienced burnout at a 'low' degree ($\chi=1.98$). Second, the results show that 'hard to work with guest' and 'drained energy' are the experiences that get the highest score ($\chi=2.18$). However, the score still indicates a 'low' degree. Meanwhile, the experience that got the lowest score was the 'frustration experience' ($\chi=1.73$). The background shows a 'very low' degree.

Keywords: burnout, hotel employee, covid-19 pandemic, The Copenhagen Burnout Inventory, The Phoenix Hotel Yogyakarta.