



INTISARI

Tujuan penulisan tugas akhir ini adalah untuk membahas profil dan fasilitas Tentrem Hotel Yogyakarta dan bagaimana peran dari *concierge* dapat mempengaruhi loyalitas pelanggan di Tentrem Hotel Yogyakarta. Metode yang digunakan penulis dalam pengumpulan data tugas akhir ini adalah dengan melakukan observasi dan *interview* selama pelaksanaan praktik kerja lapangan yang berlangsung selama kurang lebih satu bulan dari 5 Februari sampai 17 Maret 2020 di Tentrem Hotel Yogyakarta. Data diperoleh dari *interview* dengan staff *concierge* di hotel tersebut dan beberapa jurnal yang membahas tentang pengaruh kepuasan pelanggan dalam mendorong loyalitas pelanggan. Data yang telah dikumpulkan dianalisa dan ditranskripsikan ke dalam bentuk tulisan. Pembahasan tugas akhir ini dilengkapi dengan gambar, tabel, dan penjelasan. Berdasarkan hasil observasi, hal utama yang mempengaruhi loyalitas pelanggan di Tentrem Hotel Yogyakarta adalah kepuasan pelanggan terhadap kualitas pelayanan yang diterima. Penjelasan mengenai keterkaitan antara kepuasan pelanggan, kualitas pelayanan *concierge*, dan loyalitas pelanggan akan dibahas bersamaan dengan teori dari beberapa jurnal yang mendukung tulisan ini. Kesimpulan yang didapat adalah kualitas pelayanan yang diberikan oleh *concierge* dapat mempengaruhi kepuasan pelanggan dan mendorong loyalitas pelanggan di Tentrem Hotel Yogyakarta.

Kata kunci: Tentrem Hotel Yogyakarta, pelayanan *concierge*, loyalitas pelanggan



ABSTRACT

The purpose of this final project is to discuss the role of the concierge that can affect customer loyalty at Tentrem Hotel Yogyakarta. The methods used by the author in collecting data for this final project were observations and interviews during the internship at Tentrem Hotel Yogyakarta which was conducted for one month from 5th February to 17th March 2020. The data was obtained from observations, interviews with concierge staff at Tentrem Hotel Yogyakarta, and several journals which discuss the effect of customer satisfaction in encouraging customer loyalty. The data that had been collected were analyzed and transcribed into written form. This final project discussion is equipped with pictures, tables, and explanations. Based on observations, the main thing that affects customer loyalty is customer satisfaction towards perceived service quality. An explanation of the relationship between customer satisfaction, service quality of concierge, and customer loyalty will be discussed along with theories from several journals that support this paper. The role of the concierge in carrying out its responsibility at Tentrem Hotel Yogyakarta contains five dimensions of service quality comprise of tangibles, reliability, responsiveness, assurance, and empathy. All work performed by the concierge aims to support hotel service quality to encourage customer satisfaction which leads to customer loyalty. The result shows that the concierge performs some services which are affecting customer loyalty at Tentrem Hotel Yogyakarta.

Keywords: Tentrem Hotel Yogyakarta, concierge service, customer loyalty