

## INTISARI

Penulisan tugas akhir ini dilatarbelakangi oleh *complaint* tamu di Sheraton Mustika Yogyakarta Resort & Spa yang sering kali terjadi pada saat situasi hotel sedang ramai atau sepi. *Complaint* yang dirasakan oleh tamu mengenai layanan *pick up service* atau penjemputan di bandara tidak sesuai dengan yang diharapkan oleh tamu. Penerapan *standard operational procedure* (SOP) tidak sesuai dengan yang ditentukan pihak manajemen hotel tersebut.

Penelitian ini bertujuan untuk mengetahui penyebab *complaint* layanan *pick up service* dan mengetahui penerapan SOP layanan *pick up service* agar dapat meningkatkan kualitas layanan hotel. Metode penelitian yang digunakan pada tugas akhir ini adalah metode penelitian kualitatif. Teknik pengumpulan data dilakukan dengan teknik wawancara, observasi dan dokumentasi.

Hasil penelitian menunjukkan 3 hal antara lain. Pertama menunjukkan cara admin *concierge* menerima reservasi layanan *pick up service*. Kedua mengenai SOP layanan *pick up service* tersebut. Poin pembahasan yang ketiga adalah penerapan SOP layanan *pick up service* di Sheraton Mustika Yogyakarta Resort & Spa.

**Kata kunci :** *Concierge, complaint, layanan pick up service, Standard Operational Procedure, Sheraton Mustika Yogyakarta Resort & Spa*

## ABSTRACT

The background of this graduation paper is about the guest complaint at Sheraton Mustika Yogyakarta Resort & Spa that often occurs at the time of the hotel situation is crowded or quiet. Complaint perceived by the guest regarding pick up service or airport pickup is not as expected by the guest. Implementation of standard operational procedure (SOP) is not in accordance with that determined by the management of the hotel.

This study aims to determine the causes of complaint service pick up service and know the application of service pickup service SOP in order to improve the quality of hotel services. The research method used in this final project is qualitative research method. Technique of data collecting by interview technique, observation and documentation.

The results showed 3 things, among others. The first shows how sthe concierge admin receives a reservation service pick up service. Second about SOP service pick up service. The third point of discussion is the adoption of service pickup service SOP at Sheraton Mustika Yogyakarta Resort & Spa.

**Keywords: Concierge, complaint, pick up service, Standard Operational Procedure, Sheraton Mustika Yogyakarta Resort & Spa**