

INTISARI

Food and Beverage Department merupakan salah satu departemen dari beberapa departemen lain yang berpengaruh terhadap kepuasan tamu selama berada di hotel. *Food and Beverage Department* terbagi menjadi dua bagian yaitu *product* dan *service*. Dimana kedua bagian ini sama-sama diharuskan menjaga kualitas pelayanan baik dari pengolahan makan dan minum hingga pelayanan secara langsung. Oleh karena itu standar pelayanan ketika *breakfast* berlangsung harus diperhatikan oleh setiap karyawan.

Penelitian ini bertujuan untuk mengetahui prosedur pelayanan yang diterapkan oleh The 101 Yogyakarta Tugu Hotel, mengetahui standar *grooming* pada semua karyawan, mengetahui hambatan yang terjadi dan solusi yang digunakan untuk meminimalisir hambatan. Penelitian ini dilaksanakan selama tiga bulan dan metode pengumpulan data ini dilakukan dengan cara observasi, wawancara, studi pustaka, dan dokumentasi. Setelah itu data yang didapatkan dianalisis dengan metode analisis kualitatif.

Hasil dari penelitian ini menunjukkan bahwa seluruh karyawan di The 101 Yogyakarta Tugu Hotel sudah menjalankan seluruh prosedur yang ada, sehingga kualitas pelayanan yang didapat oleh tamu sangat memuaskan.

Kata Kunci : *Food and Beverage Service, Breakfast Service, Grooming, Procedure, The 101 Yogyakarta Tugu Hotel*

ABSTRACT

Food and Beverage Department is one department of several other departments that affects the satisfaction of guests during their stay at the hotel. Food and Beverage Department is divided into two parts: Product and Service. Where these two parts are equally required to maintain the quality of service both from processing food and drink to service directly. Therefore the standard of service when *breakfast* takes place should be considered by every staff.

This study aims to determine the service procedures implemented by The 101 Yogyakarta Tugu Hotel, know the standard of grooming on all staff, knowing the barriers that occur and solutions used to minimize the obstacles. This research was conducted for three months and this data collection method was done by observation, interview, literature study, and documentation. After that the data obtained were analyzed by qualitative analysis.

The results of this study indicate that the quality of service at The 101 Yogyakarta Tugu Hotel is very influential on the satisfaction and comfort of guests, especially when guests are enjoying *breakfast*. For that all staff are required to always follow the procedures for the smooth operation.

Key Words : *Food and Beverage Service, Breakfast Service, Grooming, Procedure, The 101 Yogyakarta Tugu Hotel*