

INTISARI

Peran *Guest Relation Officer* (GRO) di Novotel Hotel Yogyakarta adalah sebagai perantara antara tamu dengan hotel, menjaga agar citra hotel selalu baik dan menerima semua kritik, saran dan keluhan tamu untuk perbaikan kualitas pelayanan guna mencapai kepuasan tamu hotel. *Guest Relation Officer* akan selalu maksimal dalam pelayanannya terutama kepada tamu *Very Important Person* (VIP) karena tamu VIP merupakan tamu yang mempunyai loyalitas terhadap hotel dan tamu yang ingin diberikan pelayanan secara spesial. Agar pelayanan terhadap tamu VIP berjalan dengan lancar diperlukan prosedur pelayanan yang baik.

Tujuan penulisan Tugas Akhir ini adalah untuk mengetahui prosedur pelayanan tamu VIP, klasifikasi tamu VIP dan pelayanan tambahan yang didapatkan oleh tamu VIP di Hotel Novotel Yogyakarta. Metode pengumpulan data adalah melalui wawancara, studi pustaka, dan observasi secara langsung guna mempelajari dan melihat secara nyata bagaimana GRO melakukan pelayanan kepada tamu VIP.

Dari hasil analisa terbukti bahwa prosedur pelayanan GRO kepada tamu VIP di Hotel Novotel Yogyakarta sudah benar berpedoman pada *Standard Operational Procedure* (SOP) yang ada, tetapi perlu adanya peningkatan kinerja GRO untuk memaksimalkan kualitas pelayanan dan menjamin kepuasan tamu VIP.

Kata kunci : Hotel Novotel, *Guest Relation Officer*, pelayanan, tamu VIP, Yogyakarta

ABSTRAK

Function of Guest Relation Officer (GRO) at Novotel Hotel Yogyakarta is as an intermediary between the guest to the hotel, keeping the image of the hotel is always good and accept all the criticisms, suggestions and complaints of guests for improvement of service quality in order to achieve the satisfaction of hotel guests. Guest Relation Officer will always be the maximum in the service, especially for Very Important Person (VIP) guests as VIPs are guests who have loyalty to the hotel and want to a special service. Need a good procedur for a good service too.

The purpose of this final project was to determine the VIP guest service procedures, classification of VIP guests and additional services obtained by a VIP guest at the Hotel Novotel Yogyakarta. The methods of data collection are interviews, literature review, and direct observation to learn and see directly how GRO perform services to VIP guests.

From the analysis proved that the procedure GRO services to VIP guests at the Hotel Novotel Yogyakarta is correct, as the procedural operational standard, but there need to increase the performance of GRO to give high quality services and satisfaction guarantee to VIPs.

Keywords: *Novotel Hotel, Guest Relation Officer, services, VIP guest, Yogyakarta*