

INTISARI

Penelitian ini dilakukan di Puri Chorus Hotel Yogyakarta bertujuan untuk mengetahui metode pelayanan receptionist dalam menangani tamu dan kualitas pelayanan receptionis dalam menangani tamu Check in di Puri Chorus Hotel dengan menggunakan 5 dimensi kualitas pelayanan yaitu *tangible reliability, responsiveness, assurance* dan *emphaty*.

Kepuasan pelanggan adalah hal penting bagi Puri Chorus Hotel Yogyakarta karna kepuasan pelanggan adalah tujuan utama dari jasa yang diberikan oleh hotel, untuk mencapai kepuasan pelanggan diperlukan pelayanan yang baik ataupun yang berkualitas, sehingga pelanggan dapat merasakan kualitas pelayanan yang diberikan dari Puri Chorus Hotel sesuai dengan yang pelanggan harapkan, bahkan melebihi harapannya.

Berdasarkan hasil penelitian dan pembahasan mengenai metode pelayanan yang diberikan karyawan hotel sudah sangat baik dan kualitas pelayanan jasa yang diberikan oleh Puri Chorus Hotel menyimpulkan bahwa 5 dimensi kualitas pelayanan seperti *tangible reliability, responsiveness, assurance* dan *emphaty* dinilai sudah baik dan diharapkan agar mampu menjaga kualitas pelayanan serta dapat ditingkatkan lebih lagi.

Kata kunci : Penanganan Tamu, Kualitas Pelayanan, Kepuasan Pelanggan, Peningkatan Kualitas Layanan, 5 dimensi kualitas pelayanan .

ABSTRACT

This study was conducted in Puri Chorus Hotel Yogyakarta aims to find receptionist service methods in dealing with guests and service quality in handling guests receptionis Check in at Puri Chorus Hotel using 5 dimensions of service quality that is tangible reliability, responsiveness , assurance and empathy

Customer satisfaction is important for Puri Chorus Hotel Yogyakarta because customer satisfaction is the main goal of the services provided by the hotel, to achieve customer satisfaction needed a good service or quality, so that customers can feel the quality of services provided from Puri Chorus Hotel in accordance with the customers expect, even exceeding expectations.

Based on the results of research and discussion on the methods of service provided employees of the hotel have been very good and the quality of services provided by Puri Chorus Hotel concluded that the 5 dimensions of service quality as tangible reliability, responsiveness, assurance and empathy is considered to be good and is expected to be able to maintain the quality of service and can be increased even more.

Keyword : Handling guest, Quality of the service, Satisfaction of the customer, Improved Quality of service, 5 dimensions of service quality