

ABSTRAK

PENERAPAN PELAYANAN PRIMA TERHADAP KENAIKAN OKUPANSI KAMAR (STUDI KASUS PADA BAGIAN RESERVASI HOTEL GOLDEN TULIP SPRINGHILL LAMPUNG)

Oleh

AZIZAH ANANDA SURI

Peningkatan persaingan industri perhotelan menuntut hotel untuk memberikan pelayanan yang berkualitas guna menarik dan mempertahankan tamu. Bagian reservasi memiliki peran strategis sebagai titik kontak awal yang dapat memengaruhi keputusan tamu dalam melakukan pemesanan kamar. Penelitian ini bertujuan untuk menganalisis penerapan pelayanan prima pada bagian reservasi terhadap kenaikan okupansi kamar di Hotel Golden Tulip Springhill Lampung. Penelitian menggunakan metode kualitatif dengan pendekatan deskriptif. Informan penelitian dipilih menggunakan teknik purposive sampling yang terdiri atas *Asst. Revenue and E-Commerce Manager*, *Reservation Supervisor* dan *Ecommerce, Guest Relation Officer*, serta tamu hotel yang telah melakukan reservasi lebih dari dua kali. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi, kemudian dianalisis menggunakan model analisis interaktif Miles, Huberman, dan Saldana yang meliputi kondensasi data, penyajian data, serta penarikan kesimpulan dan verifikasi. Hasil penelitian menunjukkan bahwa pelayanan prima pada bagian reservasi telah diterapkan melalui enam dimensi menurut Barata, yaitu *ability, attitude, attention, action, appearance, dan accountability*. Penerapan keenam dimensi tersebut mampu menciptakan pelayanan yang profesional, responsif, dan berorientasi pada kebutuhan tamu sehingga meningkatkan kepuasan, loyalitas, *repeat booking*, serta ulasan positif tamu. Selain itu, bagian reservasi tidak hanya berfungsi sebagai unit pelayanan, tetapi juga sebagai unit penjualan kamar yang berkontribusi terhadap peningkatan tingkat hunian kamar hotel melalui peningkatan konversi pemesanan dan kepercayaan tamu.

Kata kunci: Pelayanan Prima, Reservasi Hotel, Okupansi Kamar, Tingkat Hunian Kamar, Perhotelan

ABSTRACT

THE IMPLEMENTATION OF SERVICE EXCELLENCE IN INCREASING ROOM OCCUPANCY RATE (A CASE STUDY OF THE RESERVATION DEPARTMENT AT GOLDEN TULIP SPRINGHILL LAMPUNG HOTEL)

By

AZIZAH ANANDA SURI

The increasing competition in the hospitality industry requires hotels to provide high-quality services to attract and retain guests. The reservation department plays a strategic role as the first point of contact that can influence guests' decisions in making room reservations. This study aimed to analyze the implementation of service excellence in the reservation department and its contribution to increasing the occupancy rate at Golden Tulip Springhill Lampung Hotel. This research employed a descriptive qualitative approach. Informants were selected using a purposive sampling technique and consisted of the Assistant Revenue and E-Commerce Manager, Reservation Supervisor and Ecommerce, Guest Relation Officer, and hotel guests who had made reservations more than twice. Data were collected through observation, interviews, and documentation, and were analyzed using the interactive data analysis model of Miles, Huberman, and Saldana, which includes data condensation, data display, and conclusion drawing and verification. The results showed that service excellence in the reservation department had been implemented through six dimensions proposed by Barata, namely ability, attitude, attention, action, appearance, and accountability. The implementation of these six dimensions created professional, responsive, and guest-oriented services, thereby increasing guest satisfaction, loyalty, repeat bookings, and positive guest reviews. Furthermore, the reservation department functions not only as a service unit but also as a room sales unit that contributes to increasing the hotel's occupancy rate through higher booking conversion rates and enhanced guest trust. The findings of this study indicate that the implementation of service excellence in the reservation department plays an important role in increasing the occupancy rate at Golden Tulip Springhill Lampung Hotel.

Keywords: Service Excellence, Hotel Reservation, Room Occupancy, Occupancy Rate, Hospitality Industry