ABSTRACT

MEMY RESTIANI ISHAK. Attempts to Enchance the Millinov Boutique Hotel Gorontalo's Front Desk Service Quality. Under the direction of supervisor 1 (DESRIKA TALIB) AND Supervisor 2 (SRI SUNARTI).

Determining initiatives to raise the standard of front desk services at the Millinov Boutique Hotel Gorontalo is the goal of this study. Ten informan interviews, recording, and observation are the data gathering methods used in this study, which employs descriptive qualitative approaches. The findings of the study indicate that although the Millinov Boutique Hotel's service quality is good, it still has to be raised. This is evident front five very good indicators: tangibles, responsiveness, guarantee & certainty, empathy, and reliability. Reliability responsiveness metrics, however, still require significant development and improvement. Timeliness and thoroughness are still among the criticisms from guests. The foreign language proficiency of the front desk employees still has to be enhanced in order to communicate with guests, particularly those who are from other countries. The Millinov Boutique Hotel's service quality is generally good, although it still has to be improved, according to the study's findings.

Keywords: Millinov Boutique Gorontalo, Service Quality, Effort

ABSTRAK

MEMY RESTIANI ISHAK. Upaya Peningkatan Kualitas Pelayanan *Front Office* Di Hotel Millinov Boutique Gorontalo. Dibimbing oleh DESRIKA TALIB sebagai dosen pembimbing 1 dan SRI SUNARTI sebagai dosen pembimbing 2.

Tujuan dari penelitian ini adalah untuk mengetahui upaya peningkatan kualitas pelayanan *front office* di Hotel Millinov Boutique Gorontalo. Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data yakni observasi, wawancara kepada 10 informan dan dokumentasi. Hasil penelitian menunjukkan bahwa kualitas pelayanan di Hotel Milinov Boutique cukup baik namun perlu ditingkatkan. Hal ini dilihat dari 5 indikator yang sudah cukup baik seperti berwujud, keandalan, ketanggapan, jaminan & kepastian dan empati. Namun indikator keandalan dan ketanggapan masih sangat perlu ditingkatkan dan dikembangkan keluhan tamu masih meliputi ketepatan waktu serta ketelitian. Komunikasi kepada tamu terutama tamu asing masih perlu ditingkatkan kemampuan bahasa asing staf *front office*. Berdasarkan hasil penelitian tersebut dapat di simpulkan bahwa kualitas pelayanan di hotel millinov boutique cukup baik namun masih perlu ditingkatkan.

Kata Kunci: Upaya, Kualitas Pelayanan, Milinov Boutique Gorontalo