

**SERVICE QUALITY OF RECEPTIONISTS IN HANDLING
GUEST SATISFACTION IN IBIS HOTEL MANADO**

THESIS

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ABSTRACT

The Front Office is one of the departments in the Hotel. Receptionist is part of the front office department which is the first person to be met by all guests, so the first impression and the form of service provided to guests from the receptionist are very important things to consider in the world of hospitality. The study entitled Service Quality of Receptionist in Handling Guest Satisfaction in Ibis Hotel Manado has the formulation of a problem that is whether there is a relationship that occurs between the quality of receptionist service at Ibis Manado Hotel to guest satisfaction. With the aim of his research to find out whether there is a relationship between the quality of receptionist services to the satisfaction level of hotel guests. This research was conducted with quantitative descriptive research. The research population is a guest who had been at the Ibis Manado Hotel in the last 6 months. The method of data collection is done by observation, interviews, documentation, and also questionnaires. The reception service of the ibis Manado hotel as a whole is good at serving its guests. Then in terms of guest satisfaction with guest receptionist services, they were satisfied with the receptionist service at the ibis Manado hotel. Based on statistical tests, it was found that the service quality at ibis hotels has a significant relationship with guest satisfaction. So it can be concluded that the satisfaction of guests staying at the Ibis Manado Hotel is good.

Keyword: Hotel, Receptionist, Service, Guest Satisfaction

ABSTRAK

Front Office adalah salah satu departemen yang ada di Hotel. Receptionis merupakan bagian dari departemen front office yang adalah orang pertama yang akan ditemui oleh semua tamu, sehingga kesan pertama serta bentuk pelayanan yang diberikan kepada tamu dari receptionist adalah hal yang sangat penting untuk diperhatikan dalam dunia perhotelan. Penelitian yang berjudul *Service Quality of Receptionist in Handling Guest Satisfaction in Ibis Hotel Manado*, memiliki rumusan masalah yaitu apakah ada hubungan yang terjadi antara kualitas pelayanan receptionist di Hotel Ibis Manado terhadap kepuasan tamu. Dengan tujuan penelitiannya untuk mengetahui apakah terhadap hubungan antara kualitas pelayanan receptionist terhadap tingkat kepuasan tamu hotel. Penelitian ini dilakukan dengan penelitian deskriptif kuantitatif. Yang populasi penelitiannya merupakan tamu yang pernah menginap di Hotel Ibis Manado dalam 6 bulan terakhir. Metode pengambilan data dilakukan dengan cara observasi, wawancara, dokumentasi, dan juga kuesioner. Pelayanan receptionis Hotel ibis manado secara keseluruhan adalah baik dalam melayani tamunya. Kemudian dari segi kepuasan tamu terhadap pelayanan receptionist tamu merasa puas terhadap pelayanan receptionis di hotel ibis manado. Berdasarkan uji statistika ditemukan bahwa kualitas pelayanan di hotel ibis memiliki hubungan yang signifikan dengan kepuasan tamu. Jadi dapat disimpulkan bahwa kepuasan tamu yang menginap di Hotel ibis manado adalah baik.

Keyword :Hotel, Receptionist, Pelayanan, Kepuasan Tamu

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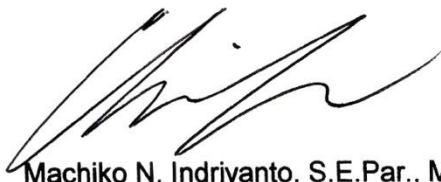
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STATEMENT OF THESIS ORIGINALITY

I, who sign this thesis, state that this thesis
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SATISFACTION IN IBIS HOTEL MANADO**

is truly original work.

In this thesis, there are no partly or overall of other people's writing and opinion that I recognized as my writing. When I should other people writing and idea by quoting implicitly, I have understood and showed the sources of its origin. If this thesis I wrote is providing as plagiarism. I will take consequences given to me, including the cancellation of degrees and certificate.



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Sintnya Sahabat

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