

ABSTRACT

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Study Program : Hotel Business Program

Title : “Analisis Layanan Reservasi Hotel Borobudur Jakarta”

Hotel is one of the biggest business chance in hospitality industries. Hotel Borobudur Jakarta is one of the oldest hotel in Jakarta and the only one hotel with indonesian themed, especially javanese that authentic with Borobudur Temple. Hotel Borobudur also manage by local chain. Establish since 1974 did not make Hotel Borobudur Jakarta lose its pretige.

With high traffic check-in and check-out everyday, requires the reservation team to make large orders every day. This cause frequent errors made by reservation team, and untimately make guests complain. This problem makes the author want to analyze the problem in receiving reservation and how reservation’s staff distribute the reservation to other departments.

The title of this thesis would be “Analisa Layanan Reservasi Hotel Borobudur Jakarta”, or in english is analysis of reservation services in Hotel Borobudur Jakarta. This thesis aims to find out where the fault or lack of the reservation team lies, and looks for ways to improve the performance of the reservation team.

In this thesis, author using two data collection technique. The first one is interviewing all the reservation team, the second is by distributing questionnaires to the guest. From this two techniques, authors get the problem that the reservation team should resolved and a big number of responses from guest. The main problem from the reservation team is lack of staff working in the team, so every staff gets more work than usual and make team performance decline.

Keyword : Hotel Borobudur Jakarta, reservation, problem, and complaint.