

## **PENERAPAN *SERVICE EXCELLENT* PADA HOTEL KALYA YOGYAKARTA**

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### **Abstrak**

Penelitian ini bertujuan untuk mengetahui penerapan *service excellent* di Hotel Kalya Yogyakarta berdasarkan konsep dan dimensi-dimensi A6 yang menjadi ukuran untuk analisis. *Service excellent* (pelayanan prima) adalah pelayanan yang memenuhi standar kualitas dan pelayanan yang sesuai dengan harapan dan kepuasan pelanggan atau masyarakat. Penelitian ini menggunakan metode penelitian kualitatif Data yang digunakan adalah data primer dengan teknik wawancara dan analisa deskriptif lalu dilakukan pembahasan dan dianalisa secara analisis terstruktur, kemudian ditarik suatu kesimpulan. Berdasarkan hasil analisis deskriptif dan melalui dimensi-dimensi A6 diketahui bahwa penerapan *service excellent* di Hotel Kalya Yogyakarta yaitu (1) sikap/*attitude* yang dilakukan semua *staff* dalam pelayanan pada Hotel Kalya sudah optimal, (2) *attention*/perhatian dan kepedulian yang diberikan kepada konsumen sudah sesuai standar pelayanan, (3) tindakan/*action* semua tindakan pelayanan yang dilakukan para *staff* sudah sesuai standar dengan mewujudkan kebutuhan pelanggan, (4) kemampuan/*ability* setiap *staff* sudah berusaha melakukan pelayanan semaksimal mungkin dalam melayani pelanggan dari berbagai kalangan, (5) penampilan/*apperance* seluruh *staff* sudah menggunakan gaya penampilan sesuai aturan departemen dengan mengutamakan kerapian, kesopanan dan kesan akrab, (6) tanggung jawab/*accountability* semua *staff* dituntut melakukan tanggung jawab disetiap melakukan pelayanan dengan mengutamakan sikap keberpihakan kepada pelanggan, sudah diterapkan dengan optimal.

**Kata Kunci :** *Service Excellent, Konsep A6*

## **THE APPLICATION OF EXCELLENT SERVICE IN HOTEL KALYA YOGYAKARTA**

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### **Abstrak**

*This study aims to know the application of Excellent Services in Hotel Kalya Yogyakarta based on the concepts and dimensions of A6 which is a measure for analysis. Excellent service is a service that meets quality and service standards in accordance with the expectations and satisfaction of customers or the community. This research uses qualitative research method. Data used is primary data obtained with interview techniques and descriptive analysis, then it will be discussed and analyzed in a structured analysis, and draw a conclusion. Based on the results of descriptive analysis and through the dimensions of A6, it is known that the application of excellent services at Kalya hotel Yogyakarta, includes (1) Attitude that is performed by all staffs in the service at Kalya hotel is optimal, (2) Attention and care given to consumers is in line with service standards, (3) actions; all service actions carried out by the staff are in accordance with the standards to realize customer needs, (4) ability; each staff has tried to do the maximum to serve customers coming from various level, (5) apperance; all staff have used the style of appearance according to department's rules with neatness, politeness and familiarity as the priorities (6) responsibility/accountability; all staff are required to carry out responsibility for each service by prioritizing the customers, has been implemented well.*

**Keywords:** *Excellent Service, A6 Concept*