

RINGKASAN

Tujuan penulisan proyek akhir berjudul “Kualitas *Waiter/waitress* Guna Meningkatkan Loyalitas Tamu Di *Gelato Bar Restoran*” adalah untuk mengetahui kualitas pelayanan yang harus dimiliki *waiter/waitress* dan untuk mengetahui loyalitas tamu. Metode penulisan yang digunakan adalah dengan cara observasi, dokumentasi dengan dukungan menu dan brosur promo, *interview* dengan *area manager* (Bapak Ken Sutanto) dan beberapa *waiters* (Slamet dan Udin), dan dengan kuesioner yang telah dibagikan selama satu minggu di *Gelato Bar Restaurant* yang berada di Mall Galaxy *extension* lantai 1 nomor 157-158, Jalan Dharmahusada Indah Timur nomor 35-37, Surabaya. Hasil penulisan yang didapat adalah diketahuinya kualitas *waiter/waitress* di *Gelato Bar Restaurant* dan pendapat para konsumennya yang berdampak pada loyalitas tamu. Simpulan dari penulisan ini adalah *waiter/waitress* yang berkualitas menurut *Gelato Bar Restaurant* adalah *waiter/waitress* yang mampu melayani tamu sesuai dengan *standar operational procedure*, dan untuk mengukur loyalitas tamu penulis telah membagikan 50 kuesioner selama satu minggu di *Gelato Bar Restaurant* sehingga diketahui rata-rata jawaban tamu merasa puas dengan pelayanan di *Gelato Bar Restaurant*. Saran yang diberikan penulis kepada *Gelato Bar Restaurant* adalah diberikannya *training* kepada para karyawan secara *continue* setiap dua minggu sekali untuk meningkatkan kualitas pelayanan dan dibagikannya kuesioner minimal satu minggu tiga kali kepada para tamu untuk mengetahui kepuasan dan loyalitas tamu.

ABSTRACT

The writing of finishing project that has a title "The Quality of Waiter/Waitress to Increase The Guest Loyalty at Gelato Bar Restaurant" is to detect service quality that must waiter/waitress have and to detect the guest loyalty. The writing method that used are by observation, documentation which is supported with menu and brochure promo, interview with area manager (Mr. Ken Sutanto) and some waiters (Slamet and Udin), and with questioners that have distributed during one week at Gelato Bar Restaurant which is located at Mall Galaxy extension floor 1 number 157-158, on Dharmahusada Indah Timur Street number 35-37, Surabaya. The writing result that writer has got is being known the quality of waiter/waitress at Gelato Bar Restaurant and the opinion of the consumers that affect in the guest loyalty. The summary from this writing is waiter/waitress have a certain quality follows Gelato Bar Restaurant waiter/waitress that can to serve guest as according to standard operational procedure, and to measure the guest loyalty writer has distributed 50 questioners during one week at Gelato Bar Restaurant so that known average of the guests' answer have felted satisfied with the service at Gelato Bar Restaurant. The suggestion that writer can gives to Gelato Bar Restaurant is training that being given to the employees once every two weeks continually to increase the service quality and distributing questioners at least three times a week to the guests to detect guest satisfaction and guest loyalty.