

Muhammad Nabil Kinan Faris , 2020. **Dampak Overbooking terhadap Bumi Surabaya City Resort**. Tugas Akhir ini dibawah Bimbingan Bapak Dr. Bambang Suharto, SST., MM.Par. Program Studi D3 Manajemen Perhotelan, Fakultas Vokasi, Universitas Airlangga.

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## ABSTRAK

Overbooking bisa menjadi permasalahan besar yang mengecewakan tamu dan bisa merugikan hotel. Namun demikian, bagi Manager Reservation yang menyukai tantangan yang mampu mengelola resiko yang penuh dengan ketidakpastian bisa sebaliknya. Penelitian ini bertujuan untuk menganalisis dampak overbooking terhadap hotel Bumi Surabaya City Resort. Penelitian tugas akhir ini dilakukan dengan pendekatan kualitatif yang teknik pengumpulan datanya diambil melalui observasi partisipatif, studi dokumen, dan wawancara secara purposive terhadap 18 informan, yaitu 3 wisatawan wisnus dan 3 wisman yang terkena dampak overbooking, 3 orang di bagian Reservation, 3 orang receptionist, dan 6 orang staff travel agent. Hasil penelitian menunjukkan bahwa overbooking berdampak terhadap hotel, tamu yang menginap, dan agent pemesanan kamar sebagai perantaranya. Data penelitian menunjukkan bahwa secara keseluruhan 72% informan mengatakan kecewa, 18% mengatakan tidak apa-apa, dan 10% mengatakan senang. Alasan kekecewaan cenderung karena harapannya tidak sesuai dengan apa yang didapatkan ( $E < P$ ). Untuk yang mengatakan tidak apa-apa ataupun merasa senang cenderung karena alasan apa yang diharapkan sama atau lebih besar dari yang didapatkan ( $E \leq P$ ). Dari penelitian ini dapatlah disimpulkan bahwa overbooking berdampak negatif hingga 75% terhadap hotel Bumi Surabaya. Oleh karena itu, overbooking perludihindari.

Kata kunci : *dampak, overbooking, hotel, tamu, travel agent*

## ABSTRACT

Overbooking can be a big problem that disappoints guests and can hurt the hotel. However, for Reservation Managers who like challenges who can manage risks that are full of uncertainties can be the opposite. This study aims to analyze the impact of overbooking on the Bumi Surabaya City Resort hotel. This final project research was conducted with a qualitative approach whose data collection techniques were taken through participatory observation, document studies, and purposive interviews of 18 informants, consist of 3 foreign tourists and 3 domestics tourists affected by overbooking, 3 people in the Reservation section, 3 receptionists, and 6 staff travel agents. The results showed that overbooking had an impact on hotels, guests staying overnight, and travel agents as booking intermediaries. Research data shows that overall 72% of informants said they were disappointed, 18% said it's never mind, and 10% said they were happy. The reason for the disappointment tends to be that the expectations do not match what is obtained ( $E < P$ ). For those who say it's never mind or feel happy tend to be for what reason is expected to be the same or greater than what is obtained ( $E \geq P$ ). From this study, it can be concluded that overbooking has a negative impact of up to 75% on Bumi Surabaya hotels. Therefore, overbooking needs to be avoided.

Keywords: *impact, overbooking, hotel, guests, travel agent*