

ABSTRAK

NADHIFA MARSHA NAZILA GANI. 2024. Penerapan *Best Availabe Rate* Pada Tamu *Walk In* Di Aruna Senggigi Resort And Convention. Politeknik Pariwisata Lombok, pembimbing Muhammad Sultan Hali, S.Pd., M. M.Par dan Siti Latifah, S.Pd., M.Pd

Tujuan yang ingin dicapai adalah untuk mengetahui penentuan harga kamar berdasarkan *Best Availabe Rate* yang dapat menjadi bahan peningkatan layanan pada receptionist di Aruna Senggigi *Resort And Convention*.

Dalam penelitian ini metode pendekatan yang digunakan adalah kualitatif dengan teknik pengumpulan data melalui observasi dan wawancara dengan informan dari *front office supervisor* dan *guest service agent* di hotel Aruna Senggigi *Resort And Convention*.

Berdasarkan hasil penelitian mengenai penerapan *Best Availabe Rate* pada tamu walk in di Aruna Senggigi *Resort And Convention*, diketahui bahwa penentuan harga kamar bedasarkan *Best Available Rate* sudah diterapkan dengan baik oleh *receptionist* namun masih belum maksimal karena ada beberapa informasi yang sering terlewatkan sehingga tamu salah paham karena tidak mengerti dengan harga yang di berikan berubah-ubah.

Kata kunci: *Best Availabe Rate, walk in.*

ABSTRACT

NADHIFA MARSHA NAZILA GANI. 2024. *Application of Best Availabe Rate for Walk In Guests at Aruna Senggigi Resort And Convention. Lombok Tourism Polytechnic, supervisors Muhammad Sultan Hali, S.Pd., M. M.Par and Siti Latifah, S.Pd., M.Pd.*

The objective to be achieved is to determine the determination of room prices based on the Best Availabe Rate which can be used as material for improving services at the receptionist at Aruna Senggigi Resort And Convention.

In this study, the approach method used is qualitative with data collection techniques through observation and interviews with informants from the front office supervisor and guest service agent at Aruna Senggigi Resort And Convention hotel.

Based on the results of research on the application of the Best Availabe Rate to walk-in guests at Aruna Senggigi Resort And Convention, it is known that the determination of room prices based on the Best Available Rate has been implemented properly by the receptionist but is still not optimal because there is some information that is often missed so that guests misunderstand because they do not understand the price given changes..

Keywords: Best Availabe Rate, walk in.