

**ANALISIS PERAN *STANDARD OPERATING PROCEDURE* (SOP)
DEPARTEMEN *HOUSEKEEPING* UNTUK MENINGKATKAN KUALITAS
LAYANAN DI THE TRANS RESORT BALI**

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ABSTRAK

Penelitian ini membahas tentang bagaimana *Standard Operating Procedure* (SOP) dan penerapannya di departemen *housekeeping* serta bagaimana kualitas pelayanan pada The Trans Resort Bali. Kualitas layanan yang ditawarkan di Trans Resort Bali menunjukkan tingkat tinggi, terutama terkait dengan kebersihan ruang tamu dan berfungsinya fasilitas yang ada. Dengan latar belakang tersebut, penelitian ini memiliki tujuan mengeksplorasi bagaimana *Standard Operating Procedure* (SOP) untuk pembersihan kamar diimplementasikan serta menilai mutu pelayanannya. Metode yang dipergunakan pada penelitian ini adalah pendekatan kualitatif dengan desain deskriptif. Teknik pengumpulan datanya meliputi observasi dan wawancara. Hasil dari penelitian ini menunjukkan bahwa terdapat dua SOP terkait kebersihan kamar yang dibahas, yaitu *make up room* dan *cleaning bathroom*. Berdasarkan observasi yang dilakukan, bisa ditarik simpulan bahwasanya penerapan SOP berjalan dengan baik, yang terbukti dari ulasan kepuasan tamu terkait kebersihan kamar. Kualitas pelayanan telah memenuhi standar, yang mencakup aspek *reliability*, *responsiveness*, *assurance*, *empathy*, dan *tangible*.

Kata Kunci: *Housekeeping*, *Standard Operating Procedure*, Kualitas

**ANALYSIS OF THE IMPLEMENTATION OF STANDARD OPERATING
PROCEDURE (SOP) HOUSEKEEPING DEPARTMENT TO IMPROVE
SERVICE QUALITY AT THE TRANS RESORT BALI**

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ABSTRACT

This research discusses the Standard Operating Procedure (SOP) and its application in the housekeeping department as well as the quality of service at The Trans Resort Bali. This is motivated by the very high quality of service provided at Trans Resort Bali regarding the cleanliness of the rooms and the well-functioning facilities in the rooms. Based on the background above, this research aims to find out how the Standard Operating Procedure (SOP) for room cleaning is and how it is implemented and what the quality of service is. The method in this research uses qualitative research methods with descriptive studies. Data collection techniques in this research are observation and interview techniques. From the results of this research it can be concluded that 1. There are two SOPs for room cleanliness discussed in this research, namely the make up room and cleaning bathroom, 2. The implementation of the SOPs that researchers have observed can be concluded that the SOPs are implemented well, this is proven by the review of guest satisfaction regarding room cleanliness. The quality of service is appropriate. Starting from the factors of reliability, responsiveness, assurance, empathy, and tangible.

Keywords: Housekeeping, Standard Operating Procedure, Kualitas