

**OPTIMALISASI PENERAPAN *STANDARD OPERATING PROCEDURE*
(*SOP*) DALAM MENINGKATKAN PELAYANAN *FRONT OFFICE*
DEPARTMENT DI FOUR STAR BY TRANS HOTEL, RENON, BALI**

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ABSTRAK

Penelitian ini dilakukan di Four Star by Trans Hotel, Renon, Bali yang membahas mengenai Optimalisasi penerapan *standard operating procedure (sop)* dalam meningkatkan pelayanan *front office department*. Tujuan penelitian ini adalah untuk mengetahui penerapan *SOP Front Office* di Four Star by Trans Hotel dan bagaimana *SOP* mampu meningkatkan kualitas pelayanan. Peneliti menggunakan data primer dan data sekunder untuk mendukung penelitian ini. Teknik pengumpulan data yang digunakan adalah observasi, wawancara dan studi dokumen. Metode yang digunakan adalah metode deskriptif kualitatif. Hasil penelitian menunjukkan bahwa *front office (bellboy, reservasi, telepon operator, resepsionis)* sudah menerapkan *SOP* yang ada dan sudah memberikan pelayanan yang terbaik kepada tamu, tetapi belum optimal, dikarenakan beberapa alasan yaitu salah satunya kurangnya petugas *front office*. Dimensi yang digunakan untuk acuan mengukur seberapa *SOP* yang diterapkan *front office* diantaranya keandalan (*Reliability*), ketanggapan (*Responsiveness*), kepastian atau jaminan (*Assurance*), empati (*Empathy*), nyata (*Tangibles*).

Kata kunci : *Front Office Department, Kualitas Pelayanan, SOP*

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ABSTRACT

This study was conducted at Four Star by Trans Hotel, Renon, Bali, which discussed the optimization of the implementation of standard operating procedures (SOPs) in improving front office department services. The purpose of this study was to determine the implementation of Front Office SOPs at Four Star by Trans Hotel and how SOPs can improve service quality. Researchers used primary and secondary data to support this study. Data collection techniques used were observation, interviews and document studies. The method used was a qualitative descriptive method. The results of the study showed that the front office (bellboy, reservation, telephone operator, receptionist) had implemented existing SOPs and had provided the best service to guests, but not optimally, due to several reasons, one of which was the lack of front office staff. The dimensions used as a reference to measure how SOPs are implemented by the front office include reliability, responsiveness, certainty or guarantee, empathy, tangibles.

Keywords: Front Office Department, Service Quality, SOP