

**ANALISIS PENERAPAN *STANDARD OPERATING PROCEDURE* OLEH
TELEPHONE OPERATOR DAN IMPLIKASINYA TERHADAP
PENINGKATAN PELAYANAN DI HOLIDAY INN RESORT BARUNA
BALI**

Oleh

Gusti Ayu Tri Lindayani, NIM 2257013001

Jurusan Manajemen

ABSTRAK

Penelitian ini bertujuan untuk menganalisis penerapan *Standard Operating Procedure* (SOP) oleh *Telephone Operator* dan implikasinya terhadap peningkatan pelayanan di Holiday Inn Resort Baruna Bali. Latar belakang penelitian ini dilandasi oleh perubahan struktur kerja akibat pengurangan karyawan selama pandemi, yang menyebabkan *Telephone Operator* mengambil alih sebagian tugas *Guest Relation Officer* (GRO). Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa SOP yang diterapkan telah memberikan panduan kerja yang jelas dan membantu *Telephone Operator* menjalankan tugasnya secara profesional meskipun menghadapi beban kerja ganda. Namun demikian, kendala seperti kelelahan, pembagian fokus, dan kurangnya pembaruan SOP masih dirasakan oleh staf. Manajemen telah merespons kendala tersebut dengan memberikan pelatihan, supervisi, dan dukungan tambahan melalui rekrutmen tenaga harian. Penerapan SOP yang efektif terbukti berdampak positif terhadap kualitas pelayanan dan kepuasan tamu, namun tetap diperlukan evaluasi dan penyesuaian berkala terhadap SOP agar lebih adaptif terhadap dinamika operasional.

Kata Kunci: *Standard Operating Procedure*, *Telephone Operator*, *Guest Relation Officer*, Kualitas Pelayanan, Industri Perhotelan

**ANALYSIS OF THE IMPLEMENTATION OF STANDARD OPERATING
PROCEDURES BY TELEPHONE OPERATOR AND THEIR
IMPLICATIONS FOR SERVICE IMPROVEMENT AT HOLIDAY INN
RESORT BARUNA BALI**

By

Gusti Ayu Tri Lindayani, NIM 2257013001

Management Department

ABSTRACT

This study aims to analyze the implementation of Standard Operating Procedure (SOP) by Telephone Operator and its implications for service improvement at Holiday Inn Resort Baruna Bali. The background of this research is based on changes in work structure due to employee reductions during the pandemic, which caused Telephone Operator to take over some of the duties of the Guest Relation Officer (GRO). This research uses a descriptive qualitative approach with data collection techniques through interviews, observation, and documentation. The results showed that the SOPs implemented have provided clear work guidelines and helped Telephone Operator carry out their duties professionally despite facing a double workload. However, obstacles such as fatigue, division of focus, and lack of SOP updates are still felt by the staff. Management has responded to these constraints by providing training, supervision, and additional support through the recruitment of daily workers. Effective implementation of SOPs has proven to have a positive impact on service quality and guest satisfaction, but periodic evaluation and adjustment of SOPs are still needed to make them more adaptive to operational dynamics.

Keywords: Standard Operating Procedure, Telephone Operator, Guest Relation Officer, Kualitas Pelayanan, Industri Perhotelan