

**ANALISIS PENERAPAN *STANDARD OPERATING PROCEDURE* (SOP)
OLEH *GUEST SERVICE AGENT* SESUAI *BRAND STANDARD LEADING
QUALITY ASSURANCE* (LQA) DI JUMEIRAH BALI**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis sejauh mana kesesuaian penerapan *Standard Operating Procedure* (SOP) oleh *Guest Service Agent* (GSA) di Jumeirah Bali dengan standar pelayanan internasional *Leading Quality Assurance* (LQA). Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data berupa observasi, wawancara, dan dokumentasi yang dilakukan secara langsung di lapangan. Hasil penelitian menunjukkan bahwa sebagian besar prosedur pelayanan telah dilaksanakan sesuai dengan ketentuan LQA, terutama dalam aspek penyambutan tamu, *pelayanan check-in/out*, dan komunikasi profesional. Namun demikian, masih ditemukan beberapa kendala seperti tumpang tindih tugas antar staf, kurangnya pelatihan berkala, serta keterbatasan jumlah staf saat peak season yang menyebabkan pelayanan kurang optimal. Rekomendasi yang diberikan meliputi evaluasi berkala terhadap SOP, peningkatan pelatihan internal, dan penguatan koordinasi antar bagian *Front Office*. Dengan demikian, implementasi SOP yang konsisten dan sesuai dengan standar LQA dapat meningkatkan kepuasan tamu dan memperkuat citra profesional hotel Jumeirah Bali.

Kata Kunci: *Guest Service Agent, SOP, Leading Quality Assurance, Jumeirah Bali.*

**ANALYSIS OF THE IMPLEMENTATION OF STANDARD OPERATING
PROCEDURE (SOP) BY GUEST SERVICE AGENTS ACCORDING TO THE
BRAND STANDARD LEADING QUALITY ASSURANCE (LQA) AT
JUMEIRAH BALI**

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ABSTRACT

This study aims to analyze the extent to which the Standard Operating Procedure (SOP) is implemented by Guest Service Agents (GSA) at Jumeirah Bali in accordance with the international service standard of Leading Quality Assurance (LQA). The research employed a qualitative descriptive method with data collection techniques including observation, interviews, and documentation conducted directly on site. The findings indicate that most service procedures have been carried out in compliance with LQA standards, particularly in guest welcoming, check-in/out services, and professional communication. However, some challenges were identified, such as overlapping responsibilities among staff, lack of regular training, and limited personnel during peak seasons which lead to suboptimal service. Recommendations include periodic SOP evaluations, enhancement of internal training, and improved coordination among Front Office sections. Therefore, consistent implementation of SOPs aligned with LQA standards can enhance guest satisfaction and strengthen the professional image of Jumeirah Bali.

Keywords: *Guest Service Agent, SOP, Leading Quality Assurance, Jumeirah Bali.*