

**ANALISIS IMPLEMENTASI STANDAR OPERASIONAL PROSEDURE
(SOP) PADA FRONT OFFICE DEPARTMENT HOTEL HOLIDAY INN
EXPRESS BARUNA BALI**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis implementasi Standar Operasional Prosedur (SOP) pada bagian Front Office di Hotel Holiday Inn Express Baruna Bali. Masalah utama yang dikaji adalah pemahaman staf baru belum optimal dalam penerapan SOP yang dapat berdampak pada kualitas layanan dan kepuasan tamu. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan teknik pengumpulan data berupa observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa sebagian besar staf memahami dan melaksanakan SOP secara konsisten, namun ditemukan pula kendala seperti pemahaman staf baru belum optimal dalam penerapan SOP. Kesimpulannya, implementasi SOP telah berjalan dengan baik, tetapi masih memerlukan *refreshment training* dan pengawasan rutin.

Kata Kunci : SOP, Front Office, Receptionist, Pelayanan Hotel, Kepuasan Tamu

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ABSTRACT

This study aims to analyze the implementation of Standard Operating Procedures (SOPs) in the Front Office of the Holiday Inn Express Baruna Bali Hotel. The primary issue examined is the suboptimal understanding of SOP implementation by new staff, which can impact service quality and guest satisfaction. This study used a qualitative descriptive approach with data collection techniques including observation, interviews, and documentation. The results indicate that most staff understand and consistently implement SOPs, but also identified challenges, such as suboptimal understanding of SOP implementation by new staff. In conclusion, SOP implementation has been successful, but refresher training and regular supervision are still needed.

Keywords: SOP, Front Office, Receptionist, Hotel Service, Guest Satisfaction

