## ABSTRACT

*One of the determinants of guest satisfaction when staying at the hotel is Service Delivery System. Service Delivery System is how services are delivered to consumers that include elements and can be viewed from the operating system (supporting equipment and personnel) when, where and how services are presented. Bentani Hotel & Residence is a 3 star hotel located in JL. Siliwangi no.69 Kota Cirebon is a hotel that always has a target every year, but the last 3 years hotel room sales never fit the target. In 2018, Sales Marketing Bentani Hotel Cirebon stated that the overall level of guest satisfaction is good enough at adequate facilities and affordable price, but in the service indicator Bentani Hotel Cirebon only get 16% stating that the services provided in accordance with the expectations of guests . Satisfied customers are important to the service industry. Guest is a strategic asset that is something that amounts to a little and should be treated with caution. One of the indicators that need to be considered in this case is service delivery System consists of Input, Process and Output. The method used is qualitative method, that is by direct observation and interview to the most know. Data obtained in Room Division for Physical Support and Technical Core process is not satisfactory. Employees who work do not comply with existing SOP rules and the availability of computers on the counter stage raises the complaint of the guest.*

*Keywords: Service Delivery System, Room Division, Hotel*