

ABSTRACT

Bandung until now is still a tourist destination for many tourists, various types of travel and accommodation available in the city of Bandung, including the hospitality industry, which not only provide accommodation but guest satisfaction. At the Hotel Holiday Inn Bandung room is the main source of income, then the room cleanliness is very important to note, however during the 6 month study of the cleanliness level of guest satisfaction rooms comparatively low, namely 74.76%. Therefore, to investigate the cause. The method used in this research is descriptive analysis method. The results of this study are: all employees already know the Standard Operational Procedure properly but the majority of employees at the Holiday Inn Bandung do not execute it. The conclusion is that the satisfaction of the guests to the cleanliness of the rooms is quite good, but needs to be increased again to achieve guest satisfaction targeted hotel that is 90%, and it is suggested should the Hotel training and guidance to employees about Standard Operating Procedure room cleaning, and supervision so that all employees Standard Operating Procedure execute properly.

Keywords: *Guest Satisfaction, Room Cleanliness, Standard Operational Procedure*