

ABSTRACT

Quality of service in Chinese Orient Restaurant can be known by comparing consumer perceptions of the services they actually receive or earn with the actual service they expect or want against the attributes of a company's services. If perceived service is perceived as expected, the quality of service is perceived as good and satisfactory, if the service received exceeds the expectation of the consumer, the quality of service is perceived to be very good and quality. Conversely, if the service received is lower than expected, the quality of service is perceived poorly. The purpose of this study is to determine the quality of service available in Orient Chinese Restaurant to provide good service for guests. Quality of service in Orient Chinese Restaurant not in accordance with the SOP applied, then the quality of service obtained by the guests does not comply with the standards of assessment already set in Orient Chinese Restaurant Hotel Novotel Palembang. The research method that the writer use is qualitative method that is observation and interview. The result of this research is that the service quality in Orient Chinese Restaurant is not in accordance with what is applied from Hotel Novotel Palembang, preferably Hotel Novotel Palembang especially in Orient Chinese Restaurant do training about service quality and SOP to employees and casual for guest satisfaction in hotel.

Keyword: Service Quality, Restaurant The Orient Chinese, Standard Operating Procedures.