

ABSTRACT

This study discusses the application of standard operating procedures for telephone operators at The Trans Luxury Hotel Bandung. This research is motivated by the lack of optimal standard operating procedures that are carried out. The role of the Telephone Operator at The Trans Luxury Hotel Bandung is the center of all information needed by guests and is responsible for giving a good first impression to guests in terms of telephone communication. This study aims to review how the services are provided and to find out the obstacles to operational activities that are faced. The results of this study indicate that the Telephone Operator at The Trans Luxury Hotel Bandung has not fully implemented the SOPs applied, such as being less careful when receiving calls, writing down guest room numbers incorrectly, guest requests, identifying guest data and so on, this makes a lot of complaints and complaints. miss communication that comes in by telephone, then the service provided to guests does not match the assessment standards that have been set at The Trans Luxury Hotel Bandung. The research method used is descriptive qualitative method with data collection techniques through interviews, observations, and literature studies. Given the gaps that occur in their operational activities, the Front Office Manager reviews again with topics that are adjusted in certain cases with the aim of refreshing all staff, training and daily workers to minimize errors that occur.

Keywords : Standar Operational Procedur, Telepon Operator, Service