

ABSTRACT

This final project aims to explain in detail the function of check-in amenities provided at Crowne Plaza Hotel Bandung. At this hotel, the amenities offered to guests during check-in include mineral water, lemon juice, and Rengganis. The study was conducted to understand how these amenities influence guest satisfaction during their stay at Crowne Plaza Hotel Bandung. The research method used is a qualitative approach with a Grounded Theory design. The study involved five informants: three guests who had previously stayed at the hotel, one concierge supervisor, and one concierge staff member. The results from the analysis indicate that check-in amenities play an important role in enhancing the guest experience during their stay. The provision of these amenities, along with attentive and guest-oriented service, creates a more positive first impression for guests who receive them during the check-in process at Crowne Plaza Hotel Bandung. The data also shows that there are certain factors that affects the effectivities of serving check-in amenities towards guests, these factors are, appearance, tidiness, time, and attitude.

Keywords: hotel, amenities, check-in, guest

