

## ABSTRACT

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*This study aims to identify and analyze one of the departments in the hotel, Food and Beverage Service. This department is responsible in serving foods and beverages in the hotel and also holds important function and role, since this department is directly interacts with guests. Furthermore, this department could lift the hotel's impression if it could delivers prime and satisfying service to the guests. The methods used for this study are observation, interview, and literature study. The results of this study shows that some of the Greeter at Kemangi Bistro Restaurant didn't fully use the Standard Operational Procedure, which could impact the quality of service given to the guest. this problem could be solved by giving suggestion to hold a daily training program frequently, so the Greeters can do their jobs appropriately with given Standard Operational Procedure at Hyatt Regency Yogyakarta.*

*Keywords : Prime Service, Standard Operational Procedure*