

ABSTRACT

This study aims to identify and evaluate Standard Operational Procedure of Butler Service at Sheraton Bandung Hotel & Towers. Butler Service is part of the Front Office department. Butler service duty is to provide maximum service and can fulfill the needs of guests, especially the VVIP guests. In Towers Lounge area, the author often find problems that comes from butler service , which it in turn into complaints from guests who are stayed there. This study aims to determine the standard of service Butler Service and aspects of service quality dimension at the Sheraton Bandung Hotel & Towers. The method used in this research is qualitative method and techniques of data collection by the author is interview, documentation and observation. The results of this study indicate that employees of butler service not implement a few points of each standard operating procedure. Besides the service quality or how much the differences between reality and expectations of customers for subscriptions they received or acquired. From 10 the aspects of quality service dimension, access , courtesy , credibility , responsiveness , security , understanding, and tangible rated good by the guest. While reliability, responsiveness and competence rated deficient by the guest. The author suggest that Sheraton Bandung Hotel & Towers should often organize training about the good and right butler service periodically, so the service that given by butler service staff to the guest butler service provided to guests more appropriate existing to standards and satisfy guests.

Keywords : Standard Operational Procedure, Quality of Service, Butler Service, Sheraton Hotel