

ABSTRACT

One of the tasks of the front office is handling the registrations (check-in) that is handled by the receptionist. Registration services at the Grand Asrilia Hotel are fairly slow due to the lack of receptionist performance in the using of the hotel's system, grooming behavior, and receptionist's personality when applying for suggestive selling to increase room sales at the Grand Asrilia Hotel. The purpose of this research is to obtain the Standard Operating Procedures (SOP) and the implementation of registration service conducted by the Grand Asrilia Hotel receptionist. The qualitative descriptive method in this research while the data collective is derived by observational data, interview, literature study, and analysis. The result of Standard Operating Procedure (SOP) discussions with the implementation of the receptionist in the registration process already meets the standard and has become a guide to a receptionists to complete their duties.

Keywords: Receptionist, Registration, Grand Asrilia Hotel Bandung