

## ABSTRACT

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*The front office interaction between the customer and the guest is called the service encounter. One of the front office tasks, is to handle registration and master SOP (Standard Operating Procedure) and the receptionist must know the basics of how to interact. The purpose of this research is to know how to apply service encounter at Hotel Crowne Plaza, Bandung. The research method used in this study is done by qualitative method which are observation data collection technique, interview, literature study and analysis. The results of the research discussion uses four indicators, such as recovery, (related to the employee's response to service delivery delivery failures) and spontaneity (more negligence and inadequacy related to unexpected employee behavior), are more likely for problems to arise than adaptability (related to the employee's response to needs and requests of customers) and coping (how employees respond to employees put forward by customers). Essentially, the receptionist must follow and master the SOP guidelines. Other than that, the receptionist must have basic knowledge of how to interact with guests or have a spirit of hospitality.*

*Keywords: Service Encounter, Registration, Hotel*