

ABSTRACT

Along the development of tourism in Bandung, then the more growing accommodation in Bandung, one of them is the number of hotels emerging from one star hotels to five star hotels and the types of hotels. One of a 5 star Hotel is Crowne Plaza Hotel Bandung. In every five star hotels, critics and advices are the most important factors on increasing the quality of the hotel. The research was based on the high level of handling what guest had been requesting, so the writer analyzed about Guest Request as the main case of guest service and the purpose of this research is to find out how effective of handling the guest request, implementation SOP of handling guest request front office department and evaluating of handling guest request front office department. The writer will do the research in Crowne Plaza Hotel Bandung. The method that writer used is qualitative method and for the data collecting technique is using with observing method, documenting and interview. The results obtained from the research that Crowne Plaza Hotel Bandung has not reached the level of guest satisfaction targets well and it better if the evaluation of SOP implementation of handling guest request has to be improved by take the training, coaching program which has to be more intense and more often, then make the action plan not only for the guest but for the staff also.

Keyword : Standard Operational Procedure, Guest Request, Front Office, Crowne Plaza Hotel Bandung,