

## ABSTRACT

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*In a hotel there are various departments, one of which is the food and beverage department. The F & B department is the largest source of income after a room at the hotel because Crowne Plaza Hotel Bandung has four restaurant outlets and facilities for events such as ballrooms with a capacity of 1200 people and several meeting rooms. Restaurant customer satisfaction must be taken care of the quality of service set by the hotel and pay attention from the beginning of the work preparation to the presentation to the guests rather than being supported by other aspects such as the restaurant's physical appearance, menu appearance, employee appearance, food and equipment hygiene, to complete the presentation in selling services in the restaurant processing requires a waiter who can provide good service to guests. The purpose of this study is to know and understand the implementation of standard grooming as one component of customer satisfaction in Mosaic Restaurant Crowne Plaza Hotel Bandung. Grooming employees at Mosaic Restaurant have not followed the proper grooming standards set by Crowne Plaza Hotel Bandung. The research method used in this research is qualitative research method with data collection technique using observation method for six months to research restaurant oprasional activities, interview with manager, and some employees of restaurant to validate observation result, documentation study, and literature study. The results of this study show that there is no relationship between grooming with employee and guest satisfaction in Mosaic Restaurant. Manager should make periodic schedules for periodic grooming checks, and for Crowne Plaza Hotel Bandung to make awards such as employee of the month, and also pocket books containing standards and rules that should be obeyed.*

*Keywords: standard grooming implementation, customer satisfaction, Crowne Plaza Hotel Bandung.*