

ABSTRACT

Concierge is one part of the front office at a hotel, and has an important role, because what guests will meet for the first time when they come to the hotel is the concierge department, the concierge is divided into several parts, one of which is the bellboy who is in charge of handling guest luggage. Bellboys should work according to the existing Standard Operational Procedure (SOP) to avoid mistakes in the work implementation process. From observations made for six months at the Hyatt Regency Yogyakarta Hotel, the author found several problems such as poor maintenance of bellboy equipment, found several trolley items that when pushed did not go well, this hampered the bellboy's accuracy and speed in delivering guest luggage. It was also found that bellboys were less sensitive to the surrounding situation (guest needs). This research aims to determine the role of a bellboy in handling guest luggage, as well as what obstacles the bellboy faces. The research method used is a qualitative descriptive method. Data collection was carried out by observing concierge operations at the Hyatt Regency Yogyakarta Hotel for six months, interviewing bellboys and managers, and conducting documentation studies. The results of this study indicate that seven of the fourteen SOPs of bellboys at the Hyatt Regency Yogyakarta Hotel are well implemented, this indicates that the bellboys are not carrying out their roles properly, because 50% of the SOPs are not implemented. The obstacles faced include the lack of supervision by superiors on the bellboy's performance, the unavailability of written procedures that can be accessed, the SOP is only conveyed orally, and the lack of periodic evaluations from the superiors on the performance of the bellboy officers. These obstacles make the bellboy not carry out his role properly.

Keywords: *Bellboy, SOP, Handling Guest Luggage*