

PENERAPAN *STANDARD OPERATING PROCEDURE* PADA BAGIAN  
*CONCIERGE* DI HOTEL SHANGRI-LA SURABAYA

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**ABSTRAK**

Shangri-La Hotel Surabaya adalah hotel berbintang 5 terbesar di Surabaya. Di Shangri-La Hotel Surabaya sebagai hotel berbintang lima selalu berusaha memberikan layanan yang terbaik kepada setiap pelanggannya. Penelitian ini bertujuan untuk meneliti penerapan *standard operating procedure* pada departemen *front office* khususnya di bagian *concierge*. Di tempat praktik kerja lapangan.

Penelitian dilakukan dengan melakukan internship di Shangri-La Hotel Surabaya yang terletak di Jalan Mayjen Sungkono No. 120. *Intership* atau kerja lapangan dilakukan selama 14 minggu atau 540 jam kerja di departemen *front office* bagian *concierge*. Pengamatan selama melakukan praktik kerja lapangan akan digunakan untuk membahas lebih dalam mengenai penerapan *standard operating procedure* pada departemen *front office* di bagian *concierge* di Shangri-La Hotel Surabaya.

Hasil pengamatan serta analisis selama melakukan kerja lapangan, diketahui bahwa karyawan *concierge* tidak dapat menerapkan *standard operating procedure* yang ditetapkan oleh Shangri-La Hotel. Shangri-La hotel menunjukkan feedback yang didapat dari tamu hotel setelah menginap tidak memenuhi standard Shangri-La hotel.

Kata kunci : *costumer service, standard operating procedure, departemen front office, concierge.*

*THE APPLICATION OF STANDARD OPERATING PROCEDURE IN THE  
CONCIERGE SECTION AT SHANGRI-LA HOTEL SURABAYA*

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**ABSTRACT**

*Shangri-La Hotel Surabaya is the biggest 5-star hotel in Surabaya. at Shangri-La Hotel Surabaya as a five-star hotel always strives to provide the best service to every customer. This study aims to examine the application of standard operating procedures in the front office department, especially in the concierge section*

*The research was conducted by conducting an internship at Shangri-La Hotel Surabaya, located on Mayjen Sungkono Street No. 120. Intership is carried out for 14 weeks or 540 work hours in the concierge's front office department. Observations during field work practices will be used to discuss more deeply the application of standard operating procedures in the front office department in the concierge section at Shangri-La Hotel Surabaya.*

*The results of observations and analysis during fieldwork, it is known that concierge employees cannot implement the standard operating procedures set by the Shangri-La Hotel. Shangri-La hotel shows the feedback received from hotel guests after their stay does not meet Shangri-La hotel standards.*

**Keywords :** *costumer service, standard operating procedure, departemen front office, concierge.*