

ABSTRACT

This study discusses the telephone service performance of operators who are not yet competent at Aryaduta Hotel Medan. This research is motivated by telephone operators who have not standardized procedures in the Aryaduta Hotel Medan Operator's Telephone. So that often causes complaints against guests. Service performance on the operator's telephone can be known by comparing the guest comments on services that they actually receive or obtain with services that they actually expect or want for the service attributes of a company. Service performance on the operator's telephone Aryaduta Medan Hotels operations has not been carried out in accordance with the SOP that is applied, then the performance of services obtained by guests is not in accordance with the assessment standards that have been set in Aryaduta Medan Hotels. Research methodology that i use is a qualitative deskriptif method with data collection techniques with interview, observation and literature study methods. The purpose of this study was to find out the service performance that was called by the operator to provide good services for guests. The results of this study are that the service performance on the operator's telephone is not accordance with what is applied from Aryaduta Hotel Medan, preferably Aryaduta Medan Hotel especially on the telephone operator conducts training on service performance and SOP to employees and casual for guest satisfaction at the hotel.

Keyword: Performance, Telephone Operator, Standard Operating Procedure.