

ABSTRACT

This study aims to examine the effectiveness of implementing Standard Operating Procedures (SOP) for waiters in improving service quality at JS Luwansa Hotel & Convention Center, South Jakarta. Based on direct observations, interviews with staff and supervisors, and hands-on experience during a two-semester internship, the results show that consistent application of SOPs significantly improved service speed to an average of 15–25 minutes, reduced order errors, and enhanced the professionalism of waiters when serving both domestic and international guests. This was reflected in positive guest feedback highlighting friendly and responsive service, with several VIP guests specifically requesting the same waiter, as well as supervisor evaluations that noted improvements in responsibility, adaptability, and discipline throughout the internship. Nevertheless, challenges remained, particularly a limited number of staff during weekends or large events and new recruits who had yet to fully grasp the SOPs. To address these issues, regular training sessions, digital SOP modules, and technology-based evaluation systems are recommended to optimize implementation. These findings demonstrate that SOPs are not only technical guidelines but also contribute directly to guest satisfaction and the hotel's professional image.

Keywords: SOP, waiter, service quality, hospitality, guest service