**Abstract**

This paper examines the research problem as follows: The receptionist of services quality and management strategies to improve the quality of service at Fave Hotel Premier Cihampelas Bandung. This research is aimed to answer some issues there are the receptionist service quality and management strategies to improve of service quality at Fave Hotel Premier Cihampelas Bandung. The theory used as a measure of the quality of service is TERRA (tangibles, empathy, responnsiveness, reliability, assurance) by Sulastiyono (2008:35).

The method used is descriptive method because it helped the writer to obtain a variety of information related to the analysis the receptionist to improve the service quality at Fave Hotel Premier Cihampelas Bandung. The methods of data collection used are interview, questionnaire, and observation. The data obtained and then analyzed and presented descriptive.

The results is that the quality of service of receptionist Fave Hotel Premier Cihampelas is shown through grooming, attitude serve guests, and credibility way that serve as a reference. The level of professionalism, efficiency and effectiveness of work has also become the supported to improving service quality Receptionist at Fave Hotel Premier Cihampelas Bandung. However, certain problems are still found such as less of foreign language skill and high labor intensity.

The conclusion is for improving the service quality in Fave Hotel Premier Cihampelas is needed the training and briefing activities. It can support them more reliable in carrying on duty of receptionist to provide the best service to guests. In this case the services quality that need to improve and maintain the service quality that has been good.