**ABSTRACT**

**This study entitled "Function Customer Service In Improving the Effectiveness of Services at Horison Bandung". The main task of Customer Service to inform and establish communications, information submitted have validity and accuracy so high that it does not contain errors and lead to misunderstandings. The objective of this study to determine the effectiveness of the services provided by Customer Service.**

**The method used is descriptive analysis method. Data collection techniques used are literature studies and field studies, observation, interviews and distributing questionnaires using census technique which was distributed to 45 respondents.**

**Based on the results of the study, researchers concluded that the function of Customer Service at Horison Bandung in the services has not been effective, it is due to the establishment of good communication between Customer Service by Customer caused by the ability produck knowledge Customer Service is so low that the information submitted is inaccurate, Customer Service besides the frequent use of technical terms are understood only by the company's internal, resulting in communication with the customer is not going well, because the customer did not understand the intent of the term.**

**Things i want researchers recommend as input and consideration for Hotel Horison Bandung so that their training on Customer Service in the service process and also to improve produck knowledge that the information delivered efficiently.**