

Abstract

The quality of bellboy performance positively affects the satisfaction of the hotel guests. The use of multiskill bellboy including English skill and the implementation of the hotel SOP, is considered as a main factor affecting the service quality of the hotel. This qualitative research study was conducted to illustrate the service quality of bellboy at Sheraton Hotel and Towers in Bandung and examined how it was related to the satisfaction of the guests. This study was done for 3 weeks and involved 11 participants. In the study, data were collected by observing and interviewing the Human Resources Manager and 10 foreign guests of the hotel. The Human Resources Manager was asked about the special requirement to be a bellboy in this hotel and the SOP for bellboy in order to make the guests satisfied. The observation on the bellboys was focused on their English skill and how they implemented the SOP. The foreign guests were asked about their impressions during their stay in the hotel. The study found there was a lack of English skill in the quality of bellboy service. The study also found, there were 8 foreign guests who agreed that the bellboys have compiled the standard 5 star hotel performance, with more than 60 percent satisfaction results and only 2 foreign guests who did not agree. The findings indicated that the bellboys need to improve their English skill by the hotel management in order to give the satisfaction of the hotel guests, especially the foreign ones. While, another services were considered good by the guests even though some of them were not satisfied due to the lack of the bellboy's English skill. Therefore, both of English skill and the implementation of the SOP are very important to improving the service quality of the hotel.

Keywords : *multiskill bellboy, foreign guests, service quality, implementation of hotel SOP*

