UNDERGRADUATE THESIS

THE ANALYSIS OF THE IMPLEMENTATION OF THE CHECK-IN STANDARD OPERATING PROCEDURES AGAINST EMPLOYEE PERFORMANCE AT ANANTARA ULUWATU BALI RESORT

POLITEKNIK NEGERI BALI

Ni Made Pitria Anjani

TOURISM DEPARTMENT
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**Ni Made Pitria Anjani
NIM 2115834009**

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This undergraduate thesis is submitted as one of the requirements to earn Applied Bachelor's Degree in Tourism Management Study Program in Politeknik Negeri Bali

POLITEKNIK NEGERI BALI

Ni Made Pitria Anjani
NIM 2115834009

TOURISM BUSINESS MANAGEMENT STUDY PROGRAM
TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
# BADUNG
2025

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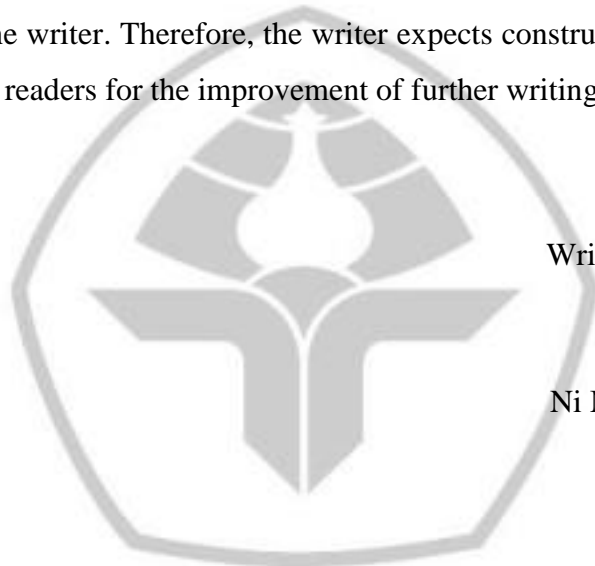
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ABSTRACT

Anjani, Ni Made Pitria (2025). The Analysis of the Implementation of the Check-in Standard Operating Procedures against Employee Performance at Anantara Uluwatu Bali Resort. Undergraduate thesis: Tourism Business Management, Department of Tourism, Politeknik Negeri Bali.

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Keywords: Standard Operating Procedures, Employee Performance, Check-In, Front Office.

This research aims to analyze the implementation of Standard Operating Procedures (SOP) on employee performance and analyze the impact of SOP on employee performance in handling the check-in process at Anantara Uluwatu Bali Resort. This research uses quantitative research methods with data collection techniques through questionnaires, interviews, observations, and literature studies. The sample in this study amounted to 30 respondents who were all front office employees, with a saturated sampling technique. Data analysis was carried out using simple linear regression processed through the SPSS version 27 application. Based on the results of the simple linear regression test, it shows that the implementation of the SOP has a positive and significant effect on employee performance in handling the check-in process. The coefficient of determination test results show that the SOP variable contributes 88.6% to employee performance, while the remaining 11.4% is influenced by other factors not examined in this study. Thus, it can be concluded that the implementation of the SOP has a very important role in improving employee performance, especially in the implementation of the check-in process in the Front Office Department.

ABSTRAK

Anjani, Ni Made Pitria (2025). The Analysis of the Implementation of the Check-in Standard Operating Procedures against Employee Performance at Anantara Uluwatu Bali Resort. *Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.*

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Kata kunci: Standard Operasional Prosedur, Kinerja Karyawan, Check-In, Front Office.

Penelitian ini bertujuan untuk menganalisis implementasi Standar Operasional Prosedur (SOP) terhadap kinerja karyawan dan menganalisis pengaruh SOP terhadap kinerja karyawan dalam menangani proses check-in *di Anantara Uluwatu Bali Resort. Penelitian ini menggunakan metode penelitian kuantitatif dengan teknik pengumpulan data melalui kuesioner, wawancara, observasi, dan studi pustaka. Sampel dalam penelitian ini berjumlah 30 responden yang merupakan seluruh karyawan* front office*, dengan teknik sampling jenuh. Analisis data dilakukan dengan menggunakan regresi linear sederhana yang diolah melalui aplikasi SPSS versi 27. Berdasarkan hasil uji regresi linear sederhana menunjukkan bahwa implementasi SOP berpengaruh positif dan signifikan terhadap kinerja karyawan dalam menangani proses check-in. Hasil uji koefisien determinasi menunjukkan bahwa variabel SOP memberikan kontribusi sebesar 88,6% terhadap kinerja karyawan, sedangkan sisanya sebesar 11,4% dipengaruhi oleh faktor lain yang tidak diteliti dalam studi ini. Dengan demikian, dapat disimpulkan bahwa implementasi SOP memiliki peran yang sangat penting dalam meningkatkan kinerja karyawan, khususnya dalam pelaksanaan proses* check-in *di Departemen* Front Office.

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CHAPTER I

INTRODUCTION

1.1 Research Background

Hotel is one of the accommodation types that is increases in number along with the rapid development of tourism. Rapid progress in tourism has resulted in intense competition in the hotel sector (Nugraha et al., 2022). Every hotel must ensure every aspect of service runs efficiently and professionally to remain competitive. To achieve this, every employee must have good performance. Performance reflects the work done or accomplishments attained by employees as they fulfill their roles and responsibilities within an organization or company (Wahongan et al., 2021). One of the things that contributes greatly to improving performance is the implementation of good Standard Operating Procedures (SOP) (Arief & Sunaryo, 2020). To ensure optimal performance, it is important to implement a consistent and effective SOP (Arnina, 2016). Atmoko (2012) defines Standard Operating Procedure (SOP) as a documented guideline comprising systematic procedures or steps for fulfilling duties and responsibilities based on each individual's role within an organization. SOPs serve not only as a reference for daily tasks but also as a means of evaluating how closely an agency's performance aligns with the established standards. This evaluation encompasses different facets regarding the technical execution of tasks, administration, and work processes. The implementation of SOP is very important to maintain quality regularity, consistency, and efficiency of employee performance. In hotels, the implementation of SOP not only aims to improve service quality but also maximize

employee performance, ensure tasks are carried out effectively, and create an orderly work system.

Anantara Uluwatu Bali Resort is one of the five-star hotels in Bali which is resort type, located in a strategic place and near to Padang-Padang beach and Uluwatu temple. A service standard implemented at Anantara Uluwatu Bali Resort is the Leading Quality Assurance (LQA) standard. LQA is an assessment system from an international service company that provides hotel service auditing services, training services, and benchmarking data for hotels and other tourism sectors in the hospitality industry. The purpose of implementing the LQA Standard is to guarantee that the services provided to guests align international standards and provide optimal satisfaction during the stay. To guarantee that the services delivered meet the standards, the LQA team will conduct periodic assessments at unknown times through mystery guests who will impersonate guests. Therefore, it is very important for every employee to provide services according to SOP to all guests staying at Anantara Uluwatu Bali Resort.

In carrying out its operational activities, each department at Anantara Uluwatu Bali Resort has its own standard operating procedures that serve as performance guidelines for employees, one of them is the front office department. The Front Office is the hotel section that interacts directly with guests, creating their first and last impressions during their visit (Insani & Setiyariski, 2020). The role of the front office is very important to create a good experience for guests, so that they feel comfortable and satisfied with the service during their stay. Where the front office employees interact with guests, starting from the check-in to check-out

process. The Front Office Department at Anantara Uluwatu Bali Resort is divided into several sections, namely Guest Service Agent (GSA), Guest Relations Officer (GRO), concierge, telephone operator, and bellboy. Each section has its own duties and responsibilities, which must be carried out according to the established SOP.

However, with regard to the application of the SOP in the Front Office Department especially in handling check-in, there are still some discrepancies between the established procedures and practices in the field. One problem that often arises is the length of time required for the check-in process, which often exceeds the standards set in the SOP. In addition, some employees also still use manual methods in managing documents, even though the SOP has required the use of digital systems (paperless). This has the potential to result in a decrease in employee performance in providing services to guests. Based on data from the LQA (Leading Quality Assurance) form on April 24th, 2024, there are several points that have not been implemented optimally in the check-in handling process, including:

Table 1. 1 Unachieved LQA Points in the Check-in Process on April 24th, 2024

No	Standard	Performance Classification	Classification
1	Was paperless check in provided (e.g., at reception or via brand app), where legally available?	Sustainability	Below
2	Did complete registration process take no more than 5 minutes from the time of joining the queue for a city hotel and 10 minutes for a resort property?	Efficiency	Below
3	Did the employee offer porterage assistance?	Service	Below

Source: Form LQA Anantara Uluwatu Bali Resort, April 2024

Table 1.1 shows that there are several points in the implementation of the standard that have not been implemented optimally because they are still below the predetermined standards. This shows that there is a mismatch between the SOP and the practice in the field in handling check-in guests. Therefore, SOP implementation needs to be optimized to improve employee performance. Based on this background, this research entitled "The analysis of the implementation of the check-in standard operating procedures against employee performance at Anantara Uluwatu Bali Resort".

1.2 Research Questions

Considering the above context, the identification of this research's problem is:

1. How is the implementation of the Standard Operating Procedures on employee performance in handling check-in at Anantara Uluwatu Bali Resort?

2. How is the impact of implementation Standard Operating Procedures on employee performance in handling check-in at Anantara Uluwatu Bali Resort?

1.3 Research Objectives

The objectives of this research, can be described based on the identification of the problem are:

1. To analyze the implementation of Standard Operating Procedures on employee performance in handling check-in at Anantara Uluwatu Bali Resort.

2. To analyze the impact of implementation Standard Operating Procedures on employee performance in handling check-in at Anantara Uluwatu Bali Resort.

1.4 Research Significance

This research is hoped to yield benefits in both theoretical and practical realms. The advantages are as follows:

1.4.1 Theoretical Significance

This research is hoped to add insight into the relationship between Standard Operating Procedures and the performance of front office employees in handling check-in, and also as a reference for further research.

1.4.2 Practical Significance

1. Significance for Student

It is hoped that this research can be a means to deepen the understanding of the theory obtained on campus by applying it directly through practice in the field, and increase knowledge about the impact of check-in Standard Operating Procedures on employee performance.

2. Significance for Politeknik Negeri Bali

It is hoped that this research can be a reference for further studies, especially those related to the application of check-in standard operating procedures to the performance of front office employees.

3. Significance for Anantara Uluwatu Bali Resort

This research is expected to be an input for the industry regarding the implementation of standard operating procedures on employee performance in handling check-in at Anantara Uluwatu Bali Resort.

1.5 Limitation and Scope of Research

The research focuses on analyzing the implementation of standard operating procedures (SOPs) in the check-in process and its effect on employee performance at Anantara Uluwatu Bali Resort. In this study, SOP acts as an independent variable, while employee performance is the dependent variable. Indicators of SOPs include effectiveness, efficiency, and consistency, while indicators of employee performance include work quality, timeliness, initiative, ability, and communication, as well as LQA performance classification. Meanwhile, employee performance is measured through indicators such as quality of work, timeliness, initiative, competence, communication skills, as well as assessment classification based on LQA standards. The limitation of this research is that it focuses only on the Front Office Department at Anantara Uluwatu Bali Resort. The data was analyzed using the simple linear regression method, where the data from the questionnaire distribution was statistically analyzed to measure the effect of SOP implementation on employee performance in the department.

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Based on the research results, the implementation of SOP in handling the check-in process at the front office of Anantara Uluwatu Bali Resort has been running very well. This is supported by the results of observations, interviews, and the distribution of questionnaires, which show high average scores on the SOP implementation variable (4.80) and employee performance (4.77), both of which are in the excellent category. All stages in the check-in process are carried out consistently, efficiently, and professionally by employees. Nevertheless, there were some obstacles, such as language differences, delays in room readiness, and weather conditions that affected comfort in the lobby area during heavy rain. But overall, SOP have been implemented according to standards and received positive responses from employees in handling check-in.

The regression analysis results show that the SOP has a positive and significant influence on employee performance, with a contribution of 88.6%, while the rest is influenced by other factors. This statement is also confirmed by the results of interviews with Duty Manager and Senior GSA, which state that the implementation of good SOP has a direct impact on improving employee performance. Therefore, it can be concluded that SOP implementation plays an important role in supporting employee performance in the check-in process at Anantara Uluwatu Bali Resort.

5.2 Suggestions

Based on the research results, there are several suggestions that can be given. First, Anantara Uluwatu Bali Resort is advised to continue to enhance the implementation of the check-in SOP, which has been running very well, and maintain consistency in every work process. In addition, management is also advised to ensure optimal and consistent use of existing digital devices, such as iPads, during the check-in process to enhance time efficiency and always meet LQA service standards. Secondly, to overcome the language barrier when serving foreign guests, the hotel can consider providing basic foreign language training to employees or recruiting personnel who are multilingual. Thus, communication during the check-in process can run more smoothly, and employee performance can be optimized. Third, future researchers are advised to examine other factors that affect employee performance besides SOPs in handling check-in, such as leadership, work motivation, organizational culture, or technology use. This is important to gain a more thorough understanding of the factors that can improve employee performance in the hospitality industry.

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