

## **ABSTRACT**

The tight competition of hotel business requires hoteliers to optimize the products they sell. One instance is by paying attention to their cleaning service quality which greatly affects the guests' experience during their stay. Java Village Resort is a privately owned three-star hotel located in north of Yogyakarta City, precisely in Sleman Regency. This research aims to identify the hotel's service quality principles, and how the Housekeeping Department of Java Village Resort implements that service quality principles. As an addition, this research also identifies the difficulties in implementing the service quality principles regarding the realization of cleaning services quality at Java Village Resort Yogyakarta. This research used a qualitative descriptive method in which the researcher made direct observations by interviewing several sources. The variables observed in this research are service aspects including reliability, responsiveness, assurance, empathy, and tangibles. The result of this research is that the Housekeeping Department of Java Village resort Yogyakarta adheres to work consistently, and the services are provided by implementing 5R, which stands for *Rapi, Ringkes, Resik, Rawat, Rajin* (Neat, Effective, Clean, Care, Diligent). Moreover, the Housekeeping Department of Java Village Resort Yogyakarta also maintains service quality in terms of reliability, reliability, assurance, empathy, and tangibles.

## **INTISARI**

Ketatnya bisnis perhotelan mengharuskan para pengusaha hotel untuk mengoptimalkan produk yang mereka jual, salah satunya ialah kualitas pelayanan kebersihannya agar tamu dapat merasa nyaman saat sedang menginap. Java Village Resort merupakan salah satu akomodasi hotel berbintang tiga milik pribadi yang berada di utara Kota Yogyakarta, tepatnya di Kabupaten Sleman. Penelitian ini bertujuan untuk mengetahui prinsip kualitas pelayanan, lalu bagaimana cara Departemen Tata Graha Java Village Resort mengimplementasikan prinsip kualitas pelayanan, serta apa saja kendala dalam pengimplementasiannya demi mewujudkan kualitas pelayanan kebersihan di Java Village Resort Yogyakarta. Penelitian ini menggunakan metode deskriptif kualitatif yang dimana peneliti melakukan observasi langsung dengan mewawancarai beberapa narasumber. Variabel yang diamati dalam penelitian ini adalah aspek-aspek pelayanan yang meliputi kehandalan, daya tanggap, jaminan, empati, bukti fisik. Hasil dari penelitian ini adalah, Departemen Tata Graha Java Village resort Yogyakarta berpegang teguh terhadap konsistensi pekerjaan, pelayanan yang diberikan dengan mengimplementasikan 5R, yaitu Rapi, Ringkes, Resik, Rawat, Rajin. Kemudian Departemen Tata Graha Java Village Resort Yogyakarta juga mempertahankan kualitas pelayanan dalam hal kehandalan, daya tanggap, jaminan, empati, serta bukti fisik