

## ***ABSTRACT***

This study aims to evaluate the performance of bellboys at The Luxton Hotel Cirebon based on five performance dimensions according to Tjahjono (2006), namely work quantity, work quality, timeliness, attendance, and teamwork. The research uses a descriptive quantitative approach, with data collected through observation and questionnaires distributed to 83 respondents who are hotel staff. The results show that the overall performance of bellboys is rated good to very good, with the highest scores in the aspects of attendance and work quality. Bellboys are perceived as responsive, friendly, disciplined, and capable of working well both within teams and across divisions. However, challenges remain, such as high workloads during peak occupancy and limited shift rotations, which can affect performance consistency. Therefore, regular evaluations, service training, and a review of the work system are recommended to continuously improve the quality of bellboy services.

***Keywords:*** *Performance, Bellboy, Evaluation, Frontliner, The*

*Luxton Hotel Cirebon*