

ABSTRACT

The discussion in this study is about the role of the concierge in improving the quality of service to guests at Santika Premiere Dyandra Hotel Medan, which is motivated by the operational work of the concierge as a support for improving service quality and there is a difference between this concierge and concierges in other hotels. Concierge at the hotel is the first point of view for guests who come and also as a hotel representative, which has duties and responsibilities in serving guests from arrival to departure of hotel guests. Therefore, concierge workers must have a good attitude, appearance and work ethic as well as extensive hotel product knowledge so as to give a good impression on the hotel. This study aims to determine how the concierges work implementation and concierge efforts in improving the quality of service to guests and what obstacles are experienced by concierges in carrying out their duties. The research method used is descriptive qualitative data collection such as observation, interviews and literature study. The results of this study indicate that efforts to improve the quality of concierge services for guests who come are quite good. Because, out of 7 concierge jobs, 5 of them have been well done and 2 jobs are rarely done. Meanwhile, the concierge constraints in carrying out their work, such as a lack of coordination between concierge officers and obstacles in handling guest items.

Keyword : Concierge, Front Office, Santika Premiere Dyandra