

ABSTRACT

This study discusses the role of GSA (Guest Service Agent) in the operations of the Front Office department at Hilton Hotel Bandung. This research is motivated by negative reviews contained in OTA (Online Travel Agent). In the review, it was found a disappointment from a guest who had stayed because the room he got did not match his preferences. This complaint or disappointment was caused by the role of the GSA which was not carried out properly which is they namely not allocating guest rooms according to the reservation made by the guest. Therefore, the authors feel the need to conduct research on the role of GSA in the operations of the Front Office department at the Hilton Hotel Bandung. This research is a qualitative research with a descriptive approach. The results of this study indicate that there are various SOPs (Standard Operating Procedures) implemented at the Hilton Bandung Front Office. This is so that the work can be done correctly, efficiently, and the quality of service provided to each guest is the same. In addition, there are various roles of the GSA from preparing guest administration to storing guest data. However, in its implementation there are several roles that are not carried out properly, such as introducing names when welcoming, repeating reservations in full, and asking for feedback during stay when guest checking out.

Keywords: Role, Front Office, Guest Service Agent, Standard Operating Procedure