

ABSTRACT

Room attendant plays an important role in maintaining the quality of hotel services, especially in terms of cleanliness, comfort, and tidiness of facilities. This study aims to analyze the role of room attendants in improving the quality of service at the De Braga Hotel by Artotel. The study was conducted using a quantitative method involving questionnaires to hotel guests and room attendant staff to identify the problems faced. The results showed that room attendant performance significantly influenced the level of guest satisfaction, with factors such as punctuality, cleaning quality, and staff friendliness being the main aspects appreciated by guests. Operational constraints such as shortages of manpower and limited work tools were identified as major obstacles to achieving effectiveness. This study concluded that improving training, resource management, and utilization of technology can support better housekeeping performance. Practical recommendations are provided to improve room attendant operational standards, so that hotels can continue to maintain and improve guest satisfaction levels.

Keyword: *room attendant , Guest satisfaction, hotel service quality*