Performance of The Front Office in Providing Services to Tourists Staying at The Kamarkoe Hotel

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Abstract

A hotel is a business that uses a specially provided building, where everyone can stay, eat, receive services and use other facilities for a fee. The front office as a representative of the hotel and guest service management, is required to be able to handle and solve guest problems and complaints regarding service, facilities and employee behavior professionally and efficiently in order to provide full satisfaction to guests. In this final assignment the author explains the performance of the front office in providing services to tourists staying at the Kamarkoe Hotel. This research method uses descriptive qualitative data with data collection techniques, namely observation, interviews, literature study and documentation. The purpose of this research is to determine the performance of the front office in providing services to tourists staying at the Kamarkoe Hotel. The results of research on the performance of front office services at the Kamarkoe Hotel have maximally implemented the services provided by the front office staff.  

Keywords: E-marketing Model, New Normal

INTRODUCTION

Tourism is a journey undertaken by a person temporarily from one place to another by leaving the original place and with a plan or not with the intention of making a living in the place he visits, but simply to enjoy leisure or recreational activities to fulfill his needs.
diverse desires. According to Kodhyat (1998) tourism is travel from one place to another, temporary in nature, carried out by individuals or groups, as an effort to find balance or harmony and happiness with the environment in social, cultural, natural and scientific dimensions. The most important element in tourism apart from tourist attractions which are the main destination for tourists is accommodation facilities, as a place to rest or stay overnight in tourist destination areas. The various places to stay include hotels, inns and tourist lodges. To clarify the discussion that follows, let us conceptually explain the above accommodation facilities below.

A hotel is a business that uses a specially provided building, where everyone can stay, eat, get services and use other facilities for a fee. A special characteristic of a hotel is that it has a restaurant which is managed directly under the hotel management. Hotels, some are in the star hotel category and there are budget hotels. A star hotel is a business that uses a building or part of a building that is specially provided, and everyone can stay, eat and obtain other services and facilities with payment and have fulfilled the requirements for a star hotel as determined by the regional tourism office. A budget hotel is a business that uses a building or part of a building that is specially provided, where everyone can stay, eat and obtain other facilities services for a fee and does not meet the requirements as a star hotel but has met the criteria for a budget hotel issued by the tourism office. area.

In the hospitality business there are many things that can be offered to customers. Everything offered is a hotel product that aims to provide satisfaction to customers. These hotel products can be divided into several forms, such as hotel rooms, restaurant food and beverage services, and other facilities. Apart from hotel products which are a determining factor in customer satisfaction, service quality is also needed which plays an important role in satisfying customers, because customers not only need hotel facilities but customers also need quality service from hotel employees to fulfill their desires so that customer satisfaction is achieved. This is in line with the opinion of Irawan (2004) who states that the determining factors for customer satisfaction are service quality, price, emotionality and convenience.

Service quality as one of the determining factors for customer satisfaction has the meaning according to Lewis and Booms in Tjiptono and Chandra (2005) who mention service quality as a measure of how good the level of service provided is in accordance with customer expectations, service quality can be realized through fulfilling customer needs and desires and accuracy of delivery to match customer expectations. Sumarsono (2013) states that there are five dimensions that can be used to determine service quality, namely:
Reliability (reliability), Responsiveness (quick response), Assurance (guarantee), Empathy (empathy), Tangible (tangible).

Hotels have operational departments whose employees interact directly with customers to provide customer satisfaction, one of which is the Front Office Department. According to Soenarno (2000). The front office is the department that handles customers who use rooms, starting from reservations, customer reception (front officer), guests arriving (check-in) until the customer leaves the hotel (checkout). Customers who arrive at the hotel will come first to the front office, and when checking out, customers must contact the staff at the front office. So it is only natural that a deep impression will be created in the front office. The main function and role of the front office is to sell rooms to customers. Apart from functioning as a seller of rooms to customers, it also functions as a recipient of room booking services (Reservation Service), guest/customer luggage handling services, information services, guest/customer check-in and check-out services and acts as The cashier is the place where the hotel administration pays. (Sulastiyono. 2011).

Kamarkoe Hotel is one of the three-star hotels in Bali, precisely located in Seminyak. Where it is known to be busy with foreign tourists. This is because Seminyak is a place with a variety of tourist destinations. The location of the Kamarkoe Hotel is also not far from the airport, the distance is around 12 minutes. Kamarkoe Hotel provides services in terms of providing overnight accommodation for tourists. Apart from that, other services provided to tourists who stay overnight are services in the field of food and beverage. All these services are informed by the front office.

The front office as a representative of the hotel and guest service management, is required to be able to handle and solve guest problems and complaints regarding service, facilities and employee behavior professionally and efficiently in order to provide full satisfaction to guests. The front office is required to act fairly, quickly and correctly in resolving problems. The front office at the Kamarkoe Hotel is one of the important services because it is a liaison for all services at the Kamarkoe Hotel and also provides information to tourists and often receives complaints from tourists. The front office department is one of the hotel departments which is referred to as the guest's first and last impression, so the impression given by the front office employees has a very big influence on the hotel's image, where this department is fully responsible for all information about the hotel, conveying guest needs, selling guest rooms, receiving guests, handling administration and guest transactions, as well as compiling guest data for other departments to ensure good coordination in handling guests.
Researchers see a problem with customer satisfaction regarding the service quality of front office employees. This can be seen from the results of observations and experiences of fellow researchers when carrying out industrial practices at the Kamarkoe Hotel. Researchers conducted observations with hotel customers regarding dissatisfaction with front office services, such as guests feeling dissatisfied with the slow response of the Front Office in the check-in and check-out process. Guests felt uncomfortable due to errors in connecting telephone lines from outside parties into the hotel by staff telephone operators, and also the bellboy's unresponsiveness in serving guests who wanted to be taken to their rooms, which gave rise to complaints from guests. Researchers also saw problems with service accuracy (reliability), namely customers who complained because the room they ordered did not match their wishes. Another problem found was that front office employees served customers with sullen/unfriendly faces. This was also a factor in customer dissatisfaction in terms of service quality. Based on the background review that the author has described above, the author realizes the important role of front office performance in maintaining service quality. Seeing this, the author is interested in raising the title "Front Office Performance in Providing Services to Tourists Staying at the Kamarkoe Hotel" as a final assignment report.

**METHOD**

The research methodology is a basic principles as a research method carried out in the research process. Research methods are also defined as the process of choosing a particular method in solving a problem study. With the method research it is hoped that researchers will obtain research results competent, credible, appropriate and able accountable.

This research is a qualitative research. Explained by (Moleong: 2011) that qualitative research is research that aims to explain phenomena regarding what is experienced by research subjects, such as behavior, views, motivation, actions by describing them in the form of words and language. Qualitative research explained by (Kriyantono, 2009) is research that emphasizes the depth (quality) of data, not the amount (quantity) of data.

The aim of this qualitative research is to explain the phenomenon in depth through data collection. This research does not prioritize the size of the population or sample, where this research can be accepted if the data collected can explain the phenomenon and the data is very in-depth. This qualitative research method is descriptive in nature which emphasizes an in-depth understanding of a problem. The qualitative research method itself places more
emphasis on the quality of a clear picture of the object being studied. Researchers in this case took. This type of descriptive qualitative research aims to describe the receptionist's activities in providing services to customers at the company. In this research, researchers took research subjects to a receptionist who works at the Kamar Koe Hotel. The criteria for this research subject is a receptionist who has worked for 4 (four) years at the company so that researchers can obtain clear and complete information about the performance carried out while being a receptionist in excellent service. The nonprobability sampling technique is the sampling technique used in this research, namely purposive sampling.

Data collection techniques are a very important part of research. The procedure for collecting data in this research requires data related to the researcher’s study sourced from library research, observation and interview. The data analysis technique in this research was carried out by analyzing the data obtained based on inductive qualitative data analysis. The inductive method described by (Sutrisno Hadi, 1986) is a way of thinking that is based on specific facts and concrete events and then drawn into general terms. Data analysis is a way of searching and sorting systematic data based on the results of literature reviews, observations and interviews and then making conclusions easily understood. Data analysis explained by Patton in (Moleong, 2011) is a method used to sort data, organize it into patterns, groups and basic descriptive units. Analysis process This data is carried out simultaneously through data collection, where researchers during data collection also carry out analysis of data obtained in the field by collecting data about the performance of receptionists in providing services at the front office at the Kamar Koe hotel.

RESULTS AND DISCUSSION

Hotel Overview

Hotel Kamarkoe is a hotel located on Jl. Dewi Saraswati III No.53-55, Seminyak, Kec. Kuta, Badung Regency. Hotel Kamarkoe was founded in 2015 and is currently still in the soft opening stage. Hotel Kamarkoe has facilities such as lobby space, swimming pool, restaurant, meeting room, elevator, deluxe king room, deluxe twin room, parking and several other facilities which are still under development.

Kamarkoe Hotel has adequate lobby facilities and is equipped with supporting facilities such as woven sofa chairs and displays of paintings and natural stone attached to the walls which make the lobby look beautiful and aesthetic. Koe Rooms has various types of rooms that are sold to tourists, including the following. The Deluxe King room type at the Kamarkoe Hotel,
which has a total of 14 rooms spread across floors one to three. 36 m2 room with balcony. all rooms are interconnected and all individual rooms are equipped with toilet, mini bar, shower, telephone, 30 inch LED TV, international and national TV channels, hot water for bathing, cattle jack, wardrobe, guest amenities, mineral water, spoon glass, place trash, cigarette ashtrays and WIFI internet access.

The applicable walk-in guest room rates at the Kamarkoe Hotel are as follows:

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<th>Type</th>
<th>Tipe Kamar</th>
<th>Room Breakfast</th>
<th>Room Only</th>
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<tr>
<td>Deluxe Room</td>
<td>King</td>
<td>IDR. 550,000</td>
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<tr>
<td>Deluxe Room</td>
<td>Twin</td>
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Kamarkoe Hotel’s restaurant provides breakfast for hotel guests. Kamarkoe restaurant opens at eight in the morning and closes at eleven in the evening. There are two breakfast menus which make this restaurant different because the Kamarkoe restaurant provides a breakfast menu, Indonesian breakfast and American breakfast. What makes the restaurant look beautiful is because it has beautiful paintings on the walls. Kamarkoe Hotel’s restaurant is ready to welcome guests with families or friends gathered together so they can enjoy delicious food and just have fun. This room is very suitable for use as a place for formal meetings. In this meeting room there is a media projector to help with presentations. Maximum capacity is 20 people with a room area of 50 m2. The meeting room is equipped with air conditioning, chairs, tables and a toilet. Hotel Kamarkoe also has facilities such as a swimming pool on the first floor (basement) adjacent to the hotel lobby. The depth of the swimming pool is 1.4m with a length of 10m. Kamarkoe Hotel also has parking area facilities at the front of the hotel. The parking area in front of the hotel can be accessed by following the main road. Parking capacity is 25 motorbikes and 3 cars.
Performance Of The Front Office In Providing Services To Tourists Staying At The Kamarkoe Hotel

In discussing the performance of the front office department at Kamarkoe Hotel in improving guest service, the author discusses several aspects, including:

1. **Tangible Service**
   Tangible is the company's ability to provide excellent service to all customers in concrete terms. This means that the quality of the product can be felt in real terms by customers, not hallucinations. This tangible characteristic is very important because after all customers need real experiences that their senses can feel for themselves. Even for products that are actually intangible, you should still look for quality that can be felt in real terms by customers. The quality of tangible service provided by the Kamarkoe Hotel front office staff is as follows:

   a. **Appearance Of Front Office Staff**
      The appearance of the front office at the Kamarkoe Hotel has a neat appearance and has been adjusted to SOP (standard operational procedures). The rules for wearing uniforms in the front office department at Kamarkoe Hotel are as follows:
      1. All front office department employees are required to wear uniforms as shown in the picture.
      2. Staff must wear trousers/skirts made from fabric (non-jeans, non-spandex, non-latex, non-jersey).
      3. Staff must wear shoes that cover the tips of your toes and heels.
      4. Uniforms must be clean, neat and free from damage.
      5. Male employees are not allowed to wear ear accessories.
      6. Female employees are permitted to wear accessories but not flashy colors.
      7. Employees must wear name tags printed on the front of their uniforms.
      8. Employees are expected to maintain personal hygiene, including showering before work, keeping hair and nails clean.
      9. The use of fragrances must be adjusted so as not to disturb other people.

   b. **Cleanliness Around The Hotel Lobby**
      The lobby is part of the front office, this part is a very important part, because the front office is the face of the hotel itself, and can be said to be the heart of the hotel, for this reason the cleanliness of the lobby is very important to maintain.
Cleanliness in the hotel lobby is usually cleaned by house keeping and also assisted by front office staff.

Hotel lobby cleaning process:
1. Clean the dirty ashtray and put it back in its place
2. Pick up papers and trash and report any guest belongings left behind.
3. Empty the trash can, clean it and put it back in its place.
4. Clean the glass and windows, including the glass on the table
5. Clean dust on objects and equipment
6. Clean and rub spots or stains on the walls and furniture.
7. Clean the dust on the top and edges of the painting.
8. Clean wooden floors and tile/marble floors by mopping.
9. Clean the dust on the carpet floor with a vacuum cleaner.
10. Tidy up the furniture including sofa cushions and chairs.

c. Hotel And Room Design
In the services provided to tourists, Koe's rooms have a minimalist room design with a blend of European culture. This is to attract comfort from tourists who stay overnight. Apart from that, foreign tourists who stay overnight feel like they are at home, while domestic tourists feel that their holiday is like being in a different region. This is in line with the opinion of Diwyarthi (2019) who explains that tourists feel satisfied when going on a tourist trip, feeling a different atmosphere from the tourist area. This is supported by service from the front office which provides explanations about Koe's room products by providing information about tourist rooms which have attractive and comfortable designs for tourists.

2. Responsive Service
Supranto (2006) explains that Responsiveness is one of the dimensions of customer satisfaction which emphasizes the company's quick response to a problem experienced by a customer. Responsiveness can be interpreted as the company's ability to provide the best service that is responsive to all customer desires and needs. In carrying out its duties, the front office will definitely encounter special requests from guests such as requests to borrow items (guest loan items), change of linen, or requests for additional extra beds. In handling guest requests, there are procedures that must be carried out by the front office staff at the Kamarkoe Hotel, including:
a. **Service For Guest Loan Item Requests**

A guest loan item is a guest's request to borrow an item from housekeeping because the guest did not bring the item. For example: hair dryer, scissors, knife, cutter, HDMI cable and so on. The following are the steps for handling guest requests that apply at the Kamarkoe Hotel:

1. Greatness and offer help
2. Listen carefully and confirm guest requests (note them down if necessary) to avoid mistakes.
3. Tell the guest the time period needed to fulfill the request.
4. Immediately follow up/implement guest requests immediately according to the agreed time period.
5. Report the loan to housekeeping.
6. Identify the requested item.
7. Choose goods.
8. Sending goods.
9. Place and arrange items if necessary according to their function.
10. Notify the maximum time limit for use (according to agreement) and will be collected when use is complete.
11. Offer other assistance when needed. Ask the guest for permission when they have finished serving the guest's request in a friendly and polite manner. If the item requested by the guest is not available or not permitted in the room, provide an explanation so that the guest can understand and accept the reason, and don't make them wait too long.

b. **Request For Additional Extra Bed**

As the name suggests, an extra bed is an additional bed which usually takes the form of a single mattress. These beds are usually provided by the hotel based on guest request and are subject to additional fees. The availability of these beds is also very limited. So if the hotel occupancy rate is busy or full (full book). The following is the handling of extra beds that applies at the Kamarkoe Hotel:

1. Requests for extra beds will be served after approval from the front office.
2. After receiving the order, the order taker officer immediately conveys the order to housekeeping.
3. Housekeeping immediately prepares an extra bed.
4. The extra bed is placed parallel to the bed in the room, or adjusted to the situation and condition of the room.
5. Adding an extra bed followed by adding a bad towel.

c. Request For Linen Change
The linen change procedures that apply at the Kamarkoe Hotel include:
1. Requests for linen replacement are recorded in the order taker log book: order time, room number, type of request, order giver, description.
2. Requests for linen changes are immediately submitted to the room attendant by telephone.
3. Room attendant changes the requested linen and takes dirty linen.
4. Loss of linen in the room will be charged to the guest’s account.

d. Special Traveler Requests
The special request referred to is the service provided to tourists who stay overnight by paying attention to the needs and requirements of tourists in detail from the time the tourist arrives until they leave the hotel. Tourists who receive special services are tourists who have special interests in staying overnight. These tourists are categorized as follows:
1. VIP, VVIP
   VIP (Very Important), VVIP (very very important) are special guests who stay at hotels with special services. The types of VIP and VVIP guests are relations owned by your hotel room company which of course contribute to the development of the company. These guests are those who own shares in your room company, or these guests are also high-level agent relations owned by sales marketing.
2. Honeymoon
   Honeymoon guests are guests who stay overnight with the aim of traveling to celebrate a wedding or guests celebrating a wedding anniversary. This guest certainly has special requests when staying in your room. Things that are always paid attention to are requests regarding dining at restaurants, honeymoon set up services in rooms, cakes for couples and flowers for couples.
3. Repeater

Repeat guests are guests who visit your hotel room more than once. These guests usually receive special attention from the front office in providing services. This is because the hotel management does not want to disappoint repeat guests. Service consistency is important to maintain for repeat tourists. This is to ensure repeat tourists continue to have loyal behavior towards your hotel room. As stated in Kadir's (2019) research, loyal behavior from tourists increases when they receive consistent quality service from hotel accommodation.

e. Handling Complaints

Often dealing with hotel guests who complain will be an unpleasant experience. Moreover, if customers complain in anger, of course this is also a "scourge" for front office officers. At the Kamarkoe Hotel itself, to handle guest complaints, front office officers are always trained in the basics of handling guest complaints well. Techniques trained by the front office include:

1. Listening

Customers who are complaining, especially with anger, are people who want to be heard. Therefore, do not pause or interrupt the conversation until the customer has finished conveying his complaint.

2. Apologize

After the customer submits his complaint, the first sentence that must be said is a sincere apology for the inconvenience experienced by the guest. And this is often the sentence that first-time customers need because of the inconvenience they experience.

3. Solve the problem

If the front office staff has the authority to immediately resolve the problem, then immediately resolve the problem. However, if it is outside your authority, then coordinate with other departments related to complaints.

4. Thanks the guest

Express sincere gratitude for complaints submitted by guests. Because this becomes input for hotels to improve the quality provided.
3. Reliability Service

Service reliability or trustworthiness is the ability of a product or company to provide satisfactory service in terms of meeting customer expectations (Tjiptono, 2008). Punctuality and compliance with promises given when tourists receive services provided by front office staff staying in your hotel room. The following are front office reliability services at the Kamarkoe Hotel:

a. Able To Provide Check-In Services
   1. Welcome, greet and serve guests checking in.
   2. Checking guest reservations, looking for rooms according to orders.
   3. Helping guests fill out reservations (photo ID card, same booking voucher)
   4. Give a key deposit note of IDR 100,000 (will be returned when checking out)
   5. Ask about the guest payment system at check-in and the process. (If you order a room pay at the hotel)
   6. Give wifi vouchers and room keys to guests when checking in.
   7. Take guests to their room (if the guest wants to be taken)

b. Able To Provide Hotel Check Out Services
   1. Greet and welcome guests who want to check out
   2. Request a key card
   3. Check payment of the guest
   4. Make sure and notify housekeeping to check the rooms of guests who are checking out.
   5. Refund of key deposit money.
   6. Say thank you to guests.

c. Understanding Product Knowledge

Front office staff in providing services to tourists must have an understanding of all forms of products sold at Kamar Koe Hotel. In research revealed by Manuarang (2018), it is stated that knowledge about products is mandatory for someone who works in the front office considering that one of the tasks of staff who work in the front office is to sell hotel facilities so they have mastery of hotel facilities such as room prices, restaurants, promotions that are being held must be an absolute requirement that a front office staff must know because if guests' questions cannot be answered properly then problems will arise because the information provided is not well received by guests. As a source of money for hotels, apart from supporting
facilities, every guest who comes definitely expects good service, including receiving clear and accurate information. Good service from a hotel will make guests feel satisfaction and comfort during their stay at the hotel and this will have an impact on the progress of the hotel itself.

d. Take Action Diplomatically (Diplomatic Agent)
A front office officer is expected to be able to act diplomatically in certain situations and conditions. What is meant by diplomatic action is maintaining and neutralizing the atmosphere of good relations with other parties related to the hotel. Of course, this must be done because hotels accommodate tourists from various countries. So the front office staff is obliged to maintain the good name of the hotel and maintain the privacy of guests staying, so that the relationship between both parties, both hotel and guest, understands and understands each other’s needs.

e. Record Keeper
The Front Office department is the source and data storage center for daily hotel operational activities. All data and reports will be summarized from other sections and then recorded by the Front Office in the form of reports and statistical data. The front office also stores guest history data. In this case, the front office staff can be relied on to search for tourists' identities if necessary. Apart from that, the front office staff is also looking for data on tourists who have not yet made payments regarding payments during their stay at the Kamar Koe Hotel. Another most important thing is hotel room inventory data. Tourists who come directly to the hotel sometimes have not made a reservation, so the front office staff can easily inform them about which rooms are still available and which rooms are full. The next thing is about data on tourists who stay overnight or the room occupancy rate that the front office staff needs to know. Because this data becomes a reference to inform sales marketing and restaurant staff to take further action to improve service in your hotel rooms.

4. Assurance services
Assurance is related to certainty, specifically the certainty that customers get from the behavior of business actors. The quality of service shown in terms of the guarantee provided by the front office to guests is good. This can be seen from the polite and friendly attitude of the front office staff when serving guests and their punctuality in completing the services required by guests (Alan, 2016).
a. **Convenience**

The front office staff always informs tourists who stay that the Koe Room Hotel provides comfort that makes tourists remember a pleasant stay at the Koe Room Hotel. What is done to create a comfortable stay at a hotel is to prepare rooms according to tourists' requests. Then what is done is to fulfill all forms of requests that tourists need during their stay. Front office staff also maintain privacy during your stay at the hotel, such as not to be disturbed. Requests for non-cleaning of rooms and non-smoking rooms.

b. **Tourist Safety**

Tourist Safety means that the front office staff informs about things that can be done at the hotel or things that cannot be done while staying at the hotel. The goal is to maintain the safety of the hotel and other guests during their stay. Inform tourists that there is a safety box in the room to store valuables owned by guests. The front office staff also informs that the front office service is twenty-four hours, so if you need help, just call by telephone. This information means that tourists feel safe when staying in Koe hotel rooms. The front office staff also gives keys to tourists who are just checking in at the hotel. The restriction on giving room keys to guests is only two keys. This is done with the aim of maintaining security from outsiders who have no interest in entering the guest's room.

c. **Service As Promised**

Communication between sales marketing and front office staff must be in harmony. This is because guests receive all forms of services provided at the hotel, namely sales marketing, so that when guests arrive at the hotel and meet the front office they can inform them of the same thing as what was conveyed by sales marketing. Informing about promotional packages obtained when staying at the hotel. Inform the hotel's advantages compared to other hotels. Providing services according to what is stated on online booking and the Wibe site. Provide prices that are in accordance with what has been promised. Providing services in accordance with the motto of Kamar Koe Hotel, namely service from the heart. This means that the front office staff provides service sincerely without coercion and without discriminating against the type of guests staying. So that tourists have a view of the services provided at the hotel as promised.
5. Empathy Services

The next dimension of service quality is empathy. Where empathy is related to customer satisfaction which is closely related to sincere and close attention to each customer includes ease of relationships, good communication, personal attention and understanding customer needs. From these criteria, the quality of accommodation services will be known regarding the level of guest satisfaction (Arief, 2005). The quality of empathetic service provided by the Kamarkoe Hotel front office staff is as follows:

a. Informative

Front office staff have good relationships with other departments. This is because guests require assistance that is requested during their stay immediately. If a guest asks for towels, quickly contact housekeeping. Guests requesting a breakfast box can directly contact Facebook service. Guests requesting AC repairs can directly contact the engineering department. Apart from that, the front office staff also helps tourists in providing information about tourist attractions close to the hotel such as beach locations, shopping center locations and so on. Front office staff also help in providing information about the types of services provided to guests staying at the hotel, such as breakfast time, check-in time and check-out time. In helping tourists provide all forms of information, of course they must have good language skills so that the information conveyed is not misunderstood by tourists staying at the hotel.

b. Familiar And Friendly With Guests

Front office staff must have the ability to get along with guests staying at the hotel. This aims to maintain more intensive communication with guests. Maintaining a good relationship with guests can create a positive impression during the guest's stay at the hotel. This can be told to the guest's closest friends when the guest returns to their country to recommend the place where the guest is staying to find friends who can be trusted to choose a hotel. This certainly provides benefits for hotel companies in terms of increasing room occupancy rates through intimate and guest-friendly service. What often happens at the Koe Room Hotel is that guests come back to the hotel because they want to meet friends at the hotel or front office staff. This is because the guest already trusts the service provided. Apart from that, Front Office Staff can also look for points to become the best employee because their name is written in the online travel
agent. Because you have provided good service during your stay at Kamar Koe Hotel.

c. **Helpful And Caring For Guests**

Front office staff in providing services to tourists staying overnight must have a caring soul and be ready to help meet the needs of guests staying at the Koe Hotel rooms. What the front office staff does is always pay attention to what tourists need. What often happens is that tourists ask to clean their rooms at certain hours. Apart from that, the front office staff helps tourists in the check-in process by carrying guest luggage into the room. Not only when checking in but also when guests are checking out the staff must help carry luggage from inside the room back into the guest's car. The front office staff also helps tourists in providing guest pick-up and drop-off services from Ngurah Rai Airport. Front office staff also help guests when they need transportation to return to Ngurah Rai Airport by calling a taxi company. The most important thing is that the front office staff cares about guests' luggage that is left at the hotel. Items entrusted are usually bags and luggage. Apart from that, the front office staff is willing to help carry entrusted items to guest rooms. The concern here from the front office staff at Koe Room Hotel can be seen from the willingness of the front office staff to find a doctor for guests staying overnight if they experience illness in the room or take guests to the nearest hospital if necessary.

**Cover**

Based on the results of the analysis in the research, conclusions can be drawn regarding the performance of front office services at the Kamar Koe Hotel. Firstly, if we look at tangible services, in this service the front office staff shows the quality of service in physical/tangible form such as the appearance of a front office staff as well as the beautiful physical shape of the hotel, Cleanliness Around the Hotel Lobby, and Hotel And Room Design. All tangible services have performed well in the service process to tourists staying at the Hotel. Secondly, responsiveness service, in this service the front office staff shows service quality in the form of responding quickly to requests from guests while at the hotel. Responsiveness performance is described as follows: Service For Guest Loan Item Requests, Request For Additional Extra Bed, Request For Linen Change, Special Traveler Requests, Handling Complaints. Third is reliability service, in this service the front office staff shows service quality in the form of being able to fulfill accuracy in serving guests, and having clear
service standards. Reliability can also be seen from the company's ability to use existing tools, their function is to process services, thereby providing satisfaction for guests. Reliability performance can be described as follows: Able To Provide Check-In Services, Able To Provide Hotel Check Out Services, Understanding Product Knowledge, Take Action Diplomatically (Diplomatic Agent), Record Keeper. The fourth is assurance services, in this service the front office staff shows the quality of service in the form of a guarantee, providing assurance of security and a sense of comfort while guests stay at the hotel. Insurance performance can be described as follows: Convenience, Tourist Safety, Service As Promised. The fifth is empathetic service, in this service the front office staff shows quality of service in the form of familiarity and is able to give special attention to tourists. Empathy performance can be described as follows: Informative, Familiar And Friendly With Guests, Helpful And Caring For Guests.

From the results of the author's observations at the Kamarkoe Hotel, he can suggest several things in the hope that they will be useful for improving the company's performance in the future. These suggestions are as follows: Maintaining the quality of service that is running smoothly so that the company remains stable in serving guests staying at the Kamarkoe Hotel. Maintaining cohesiveness and cooperation between departments at the Kamarkoe Hotel, so that service quality can be achieved.

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