

## ABSTRACT

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*This research aims to analyze the external factors of front office workload at the Four Points Hotel Medan and to assess the internal factors affecting the front office workload at the same establishment. Data collection was conducted through interviews and literature review. The findings indicate that external factors such as fluctuations in online room bookings, surges in guests during special events, and seasonal shifts in tourist visits significantly demand quick responses from the front office at Four Points Hotel Medan. Meanwhile, internal factors, including workload management at the front office, have proven to profoundly impact service quality and operational efficiency.*

**Keywords:** *Workload, Employees, Front Office.*