

ABSTRACT

Quality of service at The Papandayan Hotel Bandung in Front Office Department still has shortcomings with evidence of the many complaints of consumers on the quality of hotel services. This study aims to measure Service Quality (X), Tangibles (X_1), Reliability (X_2), Responsiveness (X_3), Assurance (X_4), Empathy (X_5) at the front office. And to know the dimensions of service quality which are the most dominant. The method used is descriptive analysis method with data collection questionnaire. The results showed that Tangibles at The Papandayan Hotel is very high with a percentage of 81.87%. Reliability obtained a percentage of 79.12%, shows that the percentage of high reliability. Responsiveness obtained by percentage of 79.25%, shows that the percentage of high responsiveness. Assurance obtained by percentage of 78.37%, shows that the percentage of high assurance. Empathy obtained a percentage of 77.75%, shows that the percentage of high empathy. The conclusion is that the Service Quality at The Papandayan Hotel Bandung is well with the total percentage of 79.27%, but it should be scaled back in service quality dimensions Empathy by giving full attention to the guests and truly put the customer.

Keywords: Service Quality, Front Office