

ABSTRACT

As part of the front office department, the telephone operator is responsible for handling guest's requests and complaints. At the Holiday Inn Bandung Pasteur hotel, you can often find telephone operator staff who do not carry out their duties according to procedures such as picking up the phone more than three rings, answering guest calls in poor Indonesian, and other things that can cause guests to be dissatisfied and even write complaints. This study aims to review how telephone operator services at the Holiday Inn Bandung Pasteur hotel and to find out what obstacles are faced by telephone operator staff when serving guests by telephone. The method used in this research is descriptive qualitative method. Data were collected by observing front office operations for six months, interviewing staff and managers, and conducting documentation studies. The results of this study indicate that telephone operators at Holiday Inn Bandung Pasteur do not always answer all telephone calls via a switchboard, are less efficient, and are less polite and friendly. This is evidenced by several negative reviews on online sites regarding telephone operator services at Holiday Inn Bandung Pasteur. The obstacles that occurred were caused by the lack of reminders to the operator staff by the management of the procedures currently in effect at the hotel through training sessions and briefings. With the problems and obstacles that occur, the management is advised to add a training session with the theme, "Handling Telephone Operators In Guest Satisfaction" in order to train employees, especially operators, to better handle incoming calls from within the hotel and outside the hotel with a friendly and polite, both tone and response.

Keywords - Telephone Operators, Services, Qualitative Descriptive