ABSTRACT

Hotel is a form of building, company, or accommodation business that provides services, services, and facilities to the general public, including lodging services and the provision of food and beverages. Front Office Department is one of the important departments in this hotel, which is responsible for the operational activities of the hotel and serves as an information center for guests. The Front Office has several sections, including Star Agent. Star Agents are an important part of the Front Office Department, as they serve as telephone operators and represent the hotel in telephone communications. In hotel operations, Star Agent has an important role as an information center and in maintaining effective communication between departments. However, there is a risk of errors in conveying information to guests, errors in recording guest data, and miss-communication between departments. Therefore, it is important for employees in the Star Agent section to maintain communication quality, prioritize the accuracy of guest data, and avoid errors that can affect the guest experience. In this study using descriptive qualitative methodology with data collection techniques in the form of interviews, observations, and documentation to front office managers, supervisors and employees of star agents of The Trans Luxury Hotel Bandung. Data processing techniques are carried out by data reduction, triangulation, and conclusions.

Keywords : Star Agent, Front Office, Performance