

## **ABSTRACT**

*The growth of the tourism industry, particularly in five-star hotels, reflects the increasing demand for excellent and exclusive services. One such service is the Executive Lounge at JW Marriott Hotel Surabaya, which is designed to provide a more personalized stay experience for exclusive guests. This study aims to explore the role of the Executive Lounge in supporting hotel operations, particularly in enhancing service quality and guest satisfaction. The findings indicate that the Executive Lounge plays a significant role as the hotel's exclusive front, contributing to service excellence while also facing operational challenges such as the gap between guest expectations and staff capabilities, limited seating capacity, and the role shift of staff. The results of this study are expected to serve as a strategic reference for managing exclusive services in the hospitality industry.*

*Keywords:* Exclusive service, guest loyalty, hotel operations, Executive Lounge.