

ABSTRAK

Laporan Tugas Akhir ini berjudul Peranan Front Desk Agent Dalam Memberikan Pelayanan Kepada Tamu di Ascent Premiere Hotel and Convention Malang. Tujuan penulisan penelitian ini untuk mengetahui bagaimana kualitas pelayanan yang diberikan oleh front desk agent saat *high season* di Ascent Premiere Hotel and Convention Malang. Dalam penulisan Tugas Akhir ini menggunakan metode pengumpulan data dengan cara wawancara, observasi dan dokumentasi. Data yang diperoleh kemudian dianalisis menggunakan Teknik Analisa Deskriptif. Hasil penelitian menunjukkan bahwa front desk agent mempunyai peranan yang cukup besar dalam memberikan pelayanan kepada tamu, karena department ini yang mempunyai kontak langsung dan akan memberikan kesan pertama dan terakhir kepada tamu yang datang. Kesimpulan yang dapat diambil bahwa Front Desk Agent Hotel Ascent mampu memberikan pelayanan kepada tamu, sehingga hotel ini terbukti tidak pernah sepi dan terbukti bahwa banyak tamu hotel yang merupakan langganan yang sudah bertahun-tahun dan datang kembali ke hotel.

Kata Kunci : Pelayanan, High Season, Front Desk Agent.



ABSTRACT

This Final Project Report is entitled The Role of Front Desk Agents in Providing Services to Guests at Ascent Premiere Hotel and Convention Malang. The purpose of writing this research is to find out how the quality of service provided by front desk agents during high season at Ascent Premiere Hotel and Convention Malang. In writing this Final Project using data collection methods by means of interviews, observation and documentation. The data obtained were then analyzed using Descriptive Analysis Techniques. The results of the study show that front desk agents have a significant role in providing services to guests, because this department has direct contact and will give first and last impressions to arriving guests. The conclusion that can be drawn is that the Ascent Hotel's Front Desk Agent is able to provide services to guests, so that this hotel is proven to be never empty and it is proven that many hotel guests are customers who have been for years and come back to the hotel.

Keyword : Service, High Season, Front Desk Agent.

