

ABSTRAK

Tugas akhir ini berjudul "peran *front desk agent* dalam menangani keluhan tamu di *front office Aston Jember Hotel & Conference Center*". Penelitian ini menggunakan teknik pengambilan data berupa metode observasi dan metode training, wawancara, dokumentasi dengan teknik analisis data deskriptif. Berdasarkan hasil pengamatan dapat dijelaskan kesimpulan bahwa *Front Desk Agent* adalah section yang berada dalam front office department yang mempunyai tugas untuk menangani kebutuhan tamu dengan pelayanan yang baik. Peran *Front Desk Agent* dalam penanganan keluhan tamu di Aston Jember Hotel & Conference Center dengan ramah menerima keluhan tamu dan memberikan penyelesaian masalah yang di keluhkan oleh tamu dengan cepat dan tepat sesuai prosedur, baik secara langsung saat didepan tamu maupun melalui bagian terkait sesuai keluhan tamu.

Kata Kunci : Front Desk Agent, Keluhan Tamu, Hotel

ABSTRACT

This final project is entitled the role of the front desk agent in handling guest complaints at the Aston Jember Hotel & Conference Center front office. This study used data collection techniques in the form of observation methods and training methods, interviews, documentation with descriptive data analysis techniques. Based on the results of observations, it can be concluded that the Front Desk Agent is a section that is in the front office department which has the task of handling guest needs with good service. The role of the Front Desk Agent in handling guest complaints at the Aston Jember Hotel & Conference Center is to kindly receive guest complaints and provide quick and appropriate resolution of problems complained of by guests according to procedures, both directly in front of guests and through related departments according to guest complaints.

Keywords: Front Desk Agent, Guest Complaints, Hotel

