

Citation:

Article Process
Submitted:
1/10/2025

Accepted:
7/11/2025

Published:
8/12/2025

Office:
Faculty of Business and Tourism
Matana University
ARA Center, Matana University Tower
Jl. CBD Barat Kav, RT.1,
Curug Sangereng, Kelapa Dua,
Tangerang, Banten,
Indonesia



This is an open access article published
under the CC-BY-SA license.

Research Article

Front Office Department Role in Delivering Quality Service at Novotel Tangerang.

Andhika Alroy Samuel Silaen¹

Michelle Theofanny², Gladys Shine Suriawarsita³

Matana University Jl. CBD Barat Kav, Kabupaten Tangerang, Banten, Indonesia

¹Alroyandhika88@gmail.com,

²michelle.theofanny@student.matanauniversity.ac.id, ³gladys.shine@matanauniversity.ac.id

ABSTRACT

Quality service is essential for achieving guest satisfaction and loyalty in the hospitality industry, with the Front Office Department serving as the main determinant of guests' first and last impressions. This study examines the contribution of the Front Office Department to service quality at Novotel Tangerang. The findings show that the department performs four key roles effectively: creating positive first impressions, ensuring smooth check-out experiences, handling special requests efficiently, and managing complaints professionally. Continuous improvements are also made through staff training, performance evaluations, and strict adherence to Standard Operating Procedures (SOP). Overall, the Front Office plays a significant role in shaping the guest experience and strengthening the hotel's reputation, highlighting the need for ongoing management support to enhance staff competencies.

Keywords: Front Office, first impression, last impression, special request, complaint handling

ABSTRAK

Layanan berkualitas merupakan faktor penting dalam mencapai kepuasan dan loyalitas tamu di industri perhotelan, dengan Departemen Front Office menjadi penentu utama kesan pertama dan terakhir tamu. Penelitian ini mengkaji kontribusi Front Office terhadap kualitas layanan di Novotel Tangerang. Hasil penelitian menunjukkan bahwa Front Office menjalankan empat peran utama secara efektif: menciptakan kesan pertama yang positif, memastikan proses *check-out* yang lancar, menangani *special request* dengan cepat, serta mengelola keluhan secara profesional. Peningkatan kualitas layanan juga dilakukan melalui pelatihan staf, evaluasi kinerja, dan penerapan SOP. Secara keseluruhan, Front Office berperan signifikan dalam membentuk pengalaman tamu dan memperkuat reputasi hotel, sehingga dukungan manajemen yang berkelanjutan diperlukan untuk meningkatkan kompetensi staf.

Kata kunci: Front Office, kesan pertama, kesan terakhir, permintaan khusus, penanganan keluhan

|

INTRODUCTION

Tourism has a major influence on Indonesia's economy. The tourism sector is considered a driving force in increasing overall economic activity, where this development is seen as having a constructive impact on various aspects of society. Tourism is perceived as one of the main contributors to boosting broad economic growth, with its advancement providing significant positive effects. Understanding this becomes crucial for policymakers, considering that the tourism sector is a strategic focus for the Indonesian government in promoting national development. (Sari & De Fretes, 2021)

The significant development of tourism in Indonesia has become a major driving force behind the growth of the hotel industry. The increasing number of attractive tourist destinations has raised the demand for accommodation facilities, thereby creating opportunities for entrepreneurs to invest in this sector. According to Webster, as cited in the study by Rizal et al. (2024), a hotel can be defined as a building or establishment that provides food and beverage services to guests with a commercial orientation. Hotels also offer various types of services and additional facilities that are subject to specific charges.

To operate effectively, a hotel requires an organizational structure consisting of various departments. Each department has specific duties and responsibilities that are interconnected in order to provide the best service to guests. In general, a hotel's organizational structure is divided into two main parts: front of the house and back of the house. The front of the house includes work units that interact directly with guests, such as Front Office, Food and Beverage Service, Food and Beverage Product, and Housekeeping. Meanwhile, the back of the house consists of departments that work behind the scenes and do not have direct contact with guests, such as Accounting, Marketing, Sales, and the Human Resources Department.

The Front Office Department plays an important role in hotel operations, as it serves as the front line in creating a positive guest experience. This is due to the direct interaction between Front Office staff and guests, from the check-in process to check-out. Therefore, the communication and service provided have a significant impact on guests' impressions and satisfaction. If guests are satisfied with the services provided by the hotel, they will feel pleased. Conversely, if the hotel delivers poor service, guests will feel disappointed (Yosep & Septemuryantoro, 2023). The role of Front Office staff in the hospitality industry is extremely vital. They not only serve as the main point of interaction between guests and the hotel, but they also carry the important responsibility of creating the first impression and ensuring a pleasant and memorable stay. The success of Front Office staff in carrying out their roles professionally has a direct impact on guest satisfaction and the overall image of the hotel. (Insani & Setiyariski, 2020).

The role of the Front Office Department at Novotel Tangerang has been carried out effectively. The execution of front office duties and functions ranging from creating a first impression to leaving a last impression, the staff's ability to handle special requests, and their competence in resolving guest complaints has been well implemented. This is in line with the study by Slamet et al. (2022), which highlights the contribution of the Front Office Department in enhancing guest satisfaction, viewed from several aspects: First Impression, Last Impression, Special Request, and Handling Complaint.

Based on the background described above, the author is interested in conducting a study entitled "Front Office Department Role in Delivering Quality Service at Novotel Tangerang." The purpose of this research is to identify the role of the Front Office in delivering quality service.

RESEARCH METHOD.

This research was located at Tangcity Superblock, Jl. Jenderal Sudirman No.1, Babakan 15117, Tangerang, Banten. The types of data used in this study include both primary and secondary data. The data collection methods employed were interviews, observations, and documentation. The data analysis technique used was the interactive model developed by Miles and Huberman.

RESULT AND DISCUSSION

The Front Office serves as the hotel's front line and represents the initial point of contact between prospective guests and the hotel whether through written communication, telephone, or face-to-face interaction. This aligns with the findings of Putri et al., as cited in the study by Sandry and Mustafa (2024), which state that the Front Office also functions as the first unit contacted by guests when they encounter problems or require specific assistance and information. Research conducted by Slamet et al. (2022) identifies four key indicators of the Front Office's role: First Impression, Last Impression, Special Request, and Handling Complaint.

1. First Impression

The first impression is the initial perception formed when a guest first interacts with hotel staff. For the Front Office, this impression is crucial as it reflects the hotel's professionalism and overall service quality. The staff's appearance, friendliness, and communication skills are essential in creating a positive impression that influences guest satisfaction and loyalty. This aligns with Slamet et al. (2022), who stated that one of the ways staff can create a positive first impression is by showing attentiveness and building a warm atmosphere through friendliness and hospitality. A positive response from staff fosters comfort and builds the expectation of a pleasant stay. At Novotel Tangerang, the Front Office Department functions effectively. From delivering the first impression to the last, the Front Office has successfully provided guests with a positive experience, as evidenced by guest feedback both in person and on digital platforms such as Google Review and TripAdvisor.

In the service industry, particularly in hospitality, guest complaints are common. During peak check-in hours, challenges such as understaffing, invalid reservation data, slow payment processes, and prolonged check-in times can occur (Musalika & Ridwansyah, 2022). Therefore, Novotel Tangerang implements various training and development programs to improve the Front Office staff's service quality and minimize errors that could negatively affect guests' first impressions.

2. Last Impression

The last impression plays a vital role in shaping the guest's final memory of their stay. At Novotel Tangerang, this impression is crafted through a check-out process that is quick, friendly, and efficient. This supports the findings of Pratama et al. (2024), who emphasized that the Front Office must ensure a smooth check-out process, verify all charges, and offer assistance such as transportation—actions that help boost loyalty and leave a lasting positive impression.

Novotel Tangerang has implemented the concept of Last Impression well. This is reflected in several key indicators, including fast check-out, proper billing and system input, professional grooming, friendly demeanor, and staff attentiveness during guest departure.

Challenges that affect the Last Impression during check-out include late check-outs, billing issues, understaffing during peak hours, and guest dissatisfaction that may result in negative feedback at check-out or on platforms like social media, Google Review, and TripAdvisor. This aligns with the findings of Rizki & Prabowo (2022), who argue that dissatisfied guests are more likely to leave negative feedback, affecting the hotel's reputation. Novotel Tangerang anticipates these risks by providing regular training aimed at enhancing staff skills, competencies, and work attitudes.

3. Special Request

Special requests can occur at three main stages: during reservation, throughout the stay, and during check-out (Insani & Setiyariski, 2020). These services are additional forms of personalized care provided to guests to improve their comfort and satisfaction. Slamet et al. (2022) note that such requests are made to accommodate guests' individual needs and enhance their overall experience with the hotel.

At Novotel Tangerang, the handling of special requests is implemented effectively. It is assessed based on the ability of Front Office staff to respond quickly, accurately, and courteously, demonstrating an understanding of guest needs while maintaining operational efficiency. Although all guest requests should be addressed, the Front Office must consider availability, policies, safety, and practicality. Staff are advised not to make unrealistic promises but instead explain limitations honestly and offer suitable alternatives.

Common challenges in handling special requests include miscommunication between guests and hotel staff, often due to misunderstandings caused by language differences, cultural backgrounds, or unclear communication goals. This is consistent with the findings of Fathur, cited in Kanda and Yunita (2024). Additional challenges include limited availability and slow response times. To mitigate these issues, training programs and performance evaluations are essential. As Henry Simamora, cited in Saputra and Rahmat (2024), states, performance evaluation is a procedure used by companies to assess the effectiveness and quality of employees' task execution.

4. Handling Complain

In hospitality, guest complaints are a common occurrence. Front Office staff are expected to possess strong complaint-handling skills as part of their response to guest dissatisfaction. As the first point of contact, the Front Office plays a key role in resolving complaints professionally and effectively. Proper complaint handling not only improves guest satisfaction but also enhances loyalty. Madu & Minanda (2024) emphasize that empathetic listening, prompt resolution, and constructive feedback contribute significantly to maintaining customer satisfaction and reputation.

Complaint handling must adhere to the hotel's Standard Operating Procedures (SOP) to ensure service consistency. According to Adi, as referenced in Fatimah (2022), SOPs are documents outlining accurate and consistent operational steps to produce outcomes that meet established standards. These procedures include actively listening to guest concerns, apologizing as a form of empathy, resolving issues directly or through coordination with supervisors or relevant departments, and expressing appreciation for the feedback received.

Novotel Tangerang faces certain challenges in complaint handling, including language barriers when dealing with international guests, as noted by Jefri & Supardi (2023). Other issues include slow staff responses, lack of availability, and unresolved complaints. To address this, Novotel provides systematic training programs such as Heartist Training, English classes, and SOP-based operational training. According to Wafik & Wardiningsih (2024), SOP training contributes to stronger employee commitment and improved service quality.

These training programs aim to equip staff with the skills necessary to provide excellent service. Moreover, Novotel Tangerang regularly conducts performance evaluations across departments, including the Front Office, to identify areas for improvement and enhance employee performance. Overall, Novotel Tangerang's commitment to human resource development and performance assessment plays a crucial role in maintaining professional service standards and ensuring guest satisfaction.

CONCLUSION

Based on the analysis presented above Front Office Department Role in Delivering Quality Service at Novotel Tangerang has been effectively implemented in delivering quality service. This is evidenced by the high level of guest satisfaction and the staff's ability to handle requests and complaints, as well as to provide positive and satisfying first and last impressions. Strategic efforts such as regular training and periodic performance evaluations have also been carried out to maintain and enhance service quality. Although significant issues are rare, potential challenges such as delays during check-in/check-out and miscommunication are proactively anticipated through continuous training and evaluation initiatives.

REFERENCES

- Insani, Y. D., & Setiyariski, R. (2020). Meningkatkan Kualitas Pelayanan Front Office Department Melalui Tugas dan Tanggung Jawab Concierge Pada Hotel Savoy Homann. *Jurnal Kajian Pariwisata*, 2(1).
- Jefri, & Supardi. (2023). PERANAN ROOM ATTENDANT DALAM UPAYA MENINGKATKAN PELAYANAN TERHADAP TAMU DI HOTEL GOLDEN VIEW. *JURNAL MEKAR*, 2(1).
- Madu, Y. M., & Minanda, H. (2024, Juni). Peran Front Office Dalam Menangani Complaint Tamu di Hotel Amber Lombok Beach Resort. *JIMPAR (Jurnal Penelitian Mahasiswa Pariwisata)*, 2(1).
- Musalika, S., & Ridwansyah, E. (2022). JOB DESC FRONT OFFICE DEPARTMENT DALAM MEMBERIKAN LAYANAN DI HOTEL EMERSIA MALIOBORO.
- Rizki, P. A., & Prabowo, B. (2022, Juli). Pengaruh Citra Merek, Harga, Dan Kualitas Produk Indomie Melalui Kepuasan Konsumen Sebagai Variabel Intervening Terhadap Loyalitas Pelanggan. *Jurnal Ekonomi, keuangan, dan Bisnis Syariah*, 4(5).

Front Office Department Role in Delivering Quality Service at Novotel Tangerang.

Andhika Alroy Samuel Silaen

Michelle Theofanny, Gladys Shine Suriawarsita

- Sari, S. N., & De Fretes, M. S. (2021, Maret). Pengembangan Pariwisata Dalam Upaya Pembangunan Ekonomi Masyarakat Di Pulau Pari Kepulauan Seribu. *JURNAL ABIWARA*, 2(2).
- Wafik, A. Z., & Wardiningsih, R. (2024). Pelatihan Standar Operasional Prosedur Dalam Rangka Penguatan Komitmen Dan Peningkatan Kualitas Layanan (BUMDes Lumbung Kreatif Desa Lepak Kecamatan Sakra Timur Kabupaten Lombok Timur). *JURNAL ABDIMAS INDEPENDEN*, 5(2), 105-111.
- Yosep, H., & Septemuryantoro, S. A. (2023, November). UPAYA KOMUNIKASI UNTUK MENINGKATKAN KUALITAS PELAYANAN DI FRONT OFFICE DEPARTMENT ALL STAY HOTEL SEMARANG. *Jurnal Sains Terapan Pariwisata*, 8(3), 186-195.