Abstract

Guest Relation Officer is an intermediary between hotel and guest, everything is relation with guests will be controlled by GRO. GRO is first division who will welcome guests, in addition, GRO also escort guests to the rooms. Therefore, GRO is one of divisions that can make guests satisfied with great service. In addition, GRO also need to know all the hotel facilities, such as meeting rooms, restaurant, spa, and history of the hotel. GRO has a particular role on the one hand to promote the hotel, so that guests want to come and stay. GRO responsibilities to serve the desires of guests and accompany guests on activity and then provide services and information about hotels, tourist attractions, regions, and cities. The information explained in a clear and entertaining way. In this paper, the writer conducted a research about The Roles of GRO in Serving Guests in at G.H Universal Hotel Bandung. The writer takes two GRO, three front office employees, and two guests include group and personal guests G.H Universal Hotel Bandung to support data and information needed by following GRO activities and conduct interviews. The qualitative approach is a method to solve an actual analyzing and interpreting data. After following some activities the writer found the duties too much will make GRO not focus on work, so it will GRO dizziness and overwhelmed. Additional duties to GRO does not make quality of service increased, on the contrary, a lot complain and not satisfied. In line with the change of front office manager, additional duties are clear and now quality of service increase in serving guests.

Key words : Guests Relation Officer Responsibilities, The Role of Guests Relation Officer, Quality of Service.