

Abstract

This research paper entitled “An Analysis of Quality Service at California Hotel’s Front Office Department in Bandung”. This research was done at Front Office Department California Hotel Bandung that located in Wastukencana street number 48 Bandung West Java Indonesia. This study was intended to find out kinds of services in Front Office Department at California Hotel Bandung and to know the obstacles of the Hotel in increasing Quality Service at Front Office Department. The writer uses qualitative methods that according to Satori and Komariah (2014:22), qualitative research is the approach of the research that reveal certain social situation by describing the reality in true, it is formed by words based on the technique of collecting and analyzing the relevant data that it gotten from nature situation. To get data that related to the topic that investigate, the writer interviewed ten guests. The questions based on ten attributes from Suwendra (2014:39). The writer also interviewed Assistant Human Resource, Manager of Front Office, and the staff of receptionist, Bell man, GRO, and reservation. The result of observation shows that the services that available in Front Office Department at California Hotel Bandung are offering free airport transfer, free valet, free parking and free luggage up. And the result of interviewed shows the obstacles of California Hotel in increasing the quality service, the obstacles are sometimes the staffs are not in charge and the manager and staffs sometimes forget to give the best service. California Hotel always gives training routinely from Human Resource and from each Department to increase quality of service. Staffs of front office use social media to promote the products of Hotel. In California Hotel Bandung, the receptionist should be able as the receptionist, cashier, telephone operator and sometimes reservation. It happens because to suppress the operational cost, but as the receptionist, she does not focus in all the jobs that got. The writer suggests that the Hotel should more pay attention to the aspects that related to quality service in order to the guests will satisfy.

Key words: Service, Quality, Obstacle