

Abstract

Hotel is one of the biggest industrial sales services in the tourism world. An adequate hotel facility and the performance of good employees do not become a measure for the visitor's satisfaction. However, good service is an essential key to reach the success of hotel business. It can be seen from the performance of GRO (Guest Relation Officer) in charge especially in providing these services to the hotel guests. Because a GRO (Guest Relation Officer) is the most important aspects of performance in the hospitality business and it's the first to be seen by visitors. It turns out to be most visible thing for the visitor in while their lodging transaction is in process. In this paper, the writer conducted a research about **An Analysis of Front Office in Supporting the Satisfaction of Guests during Stay in California Hotel Bandung**. In this research , the writer has two purposes, those are: To know the application of Standard Operational Procedure of the GRO at California Hotel Bandung and find out the front office being the one most important department in Hotel. To make easy in analyzing the data, the writer only analysis *California Hotel* especially about GRO service. The significances of this research are: This paper can give information and knowledge about the quality service of GRO to guest satisfaction, as well as the development GRO. This paper can be considered as the implementation of GRO job at California Hotel Bandung. This paper also serves as additional knowledge and experience in order to implement the theory in analyzing the facts, symptoms, and events that occur scientifically and objectively. This paper can be used as a reference for further researchers. In this research, the writer uses the qualitative approach. The qualitative approach is a method to solve an actual problem by collecting, clarifying, analyzing, and interpreting the data. The data is taken from the result of interview, and observation. The writer can conclude that the assessment GRO's SOP at California Hotel Bandung based on Hotel Management was good, and hotel management always attempts to improve the service of GRO. And the GRO's SOP and the front office being the most important department in Hotel has a significant relation.

Keyword: *Hotel, Front Office, GRO (Guest Relation Officer), SOP (Standard Operational Procedure*