

The Concierge's Role in Improving the Quality of Front Office Department Services at Manhattan Hotel Jakarta

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ABSTRACT: This study examines the role of the concierge in improving service quality in the Front Office Department at Manhattan Hotel Jakarta. As part of the service industry, the hotel must provide the best service to every guest, with the concierge serving as a key service center. The research employs a descriptive qualitative method, utilizing primary and secondary data sources. The collected data is analyzed and presented narratively to draw conclusions. The study focuses on the role of the concierge, service quality, and front office operations. Findings indicate that the concierge plays a crucial role in ensuring guests' needs and requests are met, from check-in to check-out. This service directly contributes to guest satisfaction and the hotel's reputation. By delivering optimal service, the concierge helps create a positive guest experience, which is essential for supporting the hotel's operations.

Keywords: Service, Concierge, Front Office Department.



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INTRODUCTION

Tourism is a large industry where many countries still rely on the tourism sector as a source of income, including Indonesia. In the Travel and Tourism Competitiveness Index (TTCI) or the global tourism competitiveness index which is held every two years. Indonesia was ranked 40th in 2019 and rose in ranking in 2021 to occupy 32nd position out of 117 countries listed as the best countries in tourism development (Kemenparekraf.go.id, 2022). This makes business actors operating in the tourism sector, including the business sector that provides accommodation which is a means of supporting tourism, also compete fiercely.

Hotels are a hospitality industry that provides accommodation, facilities and services that support guest comfort when staying at a hotel. Hotels as an industry are growing rapidly with various classifications, both star hotels and non-star hotels. The development of increasingly modern hotels, equipped with facilities that support guest comfort, the benefits and convenience offered by a hotel is expected to optimally attract guest interest. In the past, hotels only functioned as a place to stay for guests who were on business or tourist trips and did not have relatives or friends

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at their destination. However, in this modern era, the need for hotels is increasing, starting from guests who just want to enjoy soft music in the lounge, enjoy dinner in a restaurant, weddings, meetings or seminars that require function room facilities, and conventions.

Business competition in the hospitality sector, especially nowadays, is not only getting bigger but also becoming more diverse. The same product is offered in different markets with different competition, competition can be based on price, facilities or based on service quality and so on. In today's business competition, service is important for hotels for differentiation strategies when they sell the same product. Hotels as a service industry are required to utilize all their capabilities in the form of competitive business strategies, quality resources, technological and innovation capabilities, and service quality to be able to win the competition. Current competitive conditions put guests with their preferences for specific needs in prime positions. Hotel location, facilities, price and good service are factors that guests consider when choosing a hotel. Guests are also increasingly selective in choosing hotels that understand and respect their wishes.

The world of hotels has broad dimensions, in the sense that the definitions of hotels according to experts are many and different. According to Widanaputra in Amaliasari (2019), the definition of a hotel is a type of accommodation that is managed commercially by using part or all of the existing building to provide accommodation, food and beverage services and other services where these facilities and services are provided to guests and the general public who wish to stay overnight.

It can be concluded that a hotel is a building that is used as accommodation for people who are traveling and hotels also provide services for providing food, drinks and other facilities for guests.

Manhattan Hotel Jakarta was built in 2006, is a five-star hotel in the Kuningan area, precisely in the prestigious Golden Triangle area in South Jakarta, Jl.Prof.Dr.Satrio-Casablanca, Kuningan, South Jakarta, Indonesia. The hotel is close to the South Jakarta Central Business District such as Sudirman, Jl.Rasuna Said, and Jl.Gatot Subroto, and is in the vicinity of most consulates and embassies in Jakarta.

This hotel was founded with the concept of combining a hotel in New York with the atmosphere of the bustling city of Jakarta. This hotel is the perfect combination of a modern business environment and a variety of relaxation facilities. This building has 36 floors, has 255 rooms consisting of Deluxe Rooms, Executive Rooms and Suite Rooms. Apart from that, Manhattan Hotel also offers other facilities such as two types of restaurants (Central Park Restaurant and Indian Restaurant Man Aur Tan), NYC Lounge and Bar, Columbus Gym, Double D Spa, Infinity Pool, and also a Sauna which can be used by hotel guests and outside the hotel. For MICE purposes, Manhattan Hotel also has 11 meeting rooms and 1 Ballroom which can be used according to guest needs.

Manhattan Hotel Jakarta has departments that support each other in hotel work operations. These departments are the Front Office Department, Housekeeping Department, Food and Beverage Department, Accounting Department, Engineering Department, Human Resources Department, Sales and Marketing Department.

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The Front Office Department is one of the departments in a hotel at the front that first welcomes and takes care of guests' room needs. In accordance with this, all employees in the front office department are required to be ready, alert, precise and able to carry out their functions, duties and responsibilities as fully as possible. This is very important and needed in hotel operations to improve the quality of service provided to guests whether they come to stay overnight or not. This situation makes the front office department known as "Guests' first and last impression", meaning that the front office department is the guest's first and last impression (Abdolrezaei et al., 2024; Insani & Ramdani, 2020). Guests arrive at the hotel and are greeted by the concierge and then taken to the front office cashier department for check-in registration served by the receptionist. Upon check-out, guests will be in contact with staff from the front office department. So a deep impression will be created in the front office department (Kerns et al., 2024).

There are several sections within the scope of work of the front office department, including GRO (Guest Relations Officer), Telephone Operator, Receptionist, Concierge, Spa, and Gym Trainer. These six parts have interconnected roles in daily work. These six sections are also required to have extensive knowledge about hotel products and information outside the hotel such as tourist attractions, culinary venues, and various events, as well as various important places. This is necessary because the front office department provides all the information to guests and fellow hotel employees.

As previously explained, one part of the front office department is the concierge. The concierge is responsible for the doorman, bell boy, airport representative, door girl, transportation service, and information officer. Structurally, the concierge position is in the front office department and the concierge position has its own duties and responsibilities in daily life. The main duties and responsibilities of the concierge department are to provide services for handling arriving guests' luggage, moving rooms, and handling the belongings of departing guests. This requires concierge staff to be ready, alert and precise in carrying out their duties and responsibilities. Concierge also has duties and responsibilities as an informant for guests seeking information. For this reason, the concierge must master various information and always be up to date with the latest things, especially knowing what is inside the hotel and what is outside the hotel such as tourist attractions, culinary places, shopping places, and various ongoing events, as well as various important places.

Concierge is a part of the front office department that has an important role in improving service quality. This requires that the concierge must be able to ensure that all guest needs and requests can be met and ensure that each guest has a good experience during their stay at the hotel (Gosjen et al., 2022; Huang et al., 2024).

The duties and responsibilities of the concierge are handling incoming guest belongings (check-in), handling storage of guest belongings, providing information services, providing city maps, arranging airline ticket reservations and land and sea transportation. The concierge is also tasked and responsible for providing information about recreational, social and religious activities, taking guests to the reception for registration, taking guests to their rooms, welcoming and opening guests' car doors, and greeting and opening the hotel lobby door for incoming guests. or exit the lobby (Vieger, 2023).

In carrying out their duties and responsibilities, concierges work in accordance with Standard Operating Procedures, but in reality not all concierges carry out their duties and responsibilities in accordance with these Standard Operating Procedures. As a concierge, occasionally there are mistakes when carrying out their duties and responsibilities, such as mistakes in handling guests' belongings (Duchin et al., 2022). This error can have an impact on improving the quality of service provided to guests. Therefore, implementing Standard Operating Procedures as closely as possible is very important to improve the quality of services provided to guests and in creating a good hotel image. Concierge duties are divided into several specifications, with a range of very important tasks and functions, so that someone in a concierge position is ideally someone who is intelligent, agile, honest, polite and has a lot of knowledge. This is in accordance with research conducted by Yuda Dwi Insani & Ramdani Setiyariski, 2020 which states that The front office has several parts, one of which is *concierge*, service *concierge* Professionals can provide guest satisfaction and become loyal customers. Position *concierge* is an important part of the hotel, because it is the first to welcome guests and has an important role in improving the quality of service. This requires it *concierge* able to ensure all guest needs and requests are met and ensure every guest has a good experience while staying at the hotel. *Concierge* must have extensive knowledge and understanding of the hotel and areas outside the hotel (Insani & Ramdani, 2020).

Tourist

Prayogo (2018) explains that in simple terms, tourism can be defined as individual or group travel from one location to another with planning within a certain period of time, with the aim of recreation and entertainment so that their desires and needs are met (Prayogo & Febrianita, 2019). According to Spillane tourism is a journey from one location to another, is temporary, and can be done either individually or in groups (Hardiyanto, 2018). The goal is to find harmony and happiness through interaction with the environment, including society, culture, nature, and knowledge.

Meanwhile, according to Republic of Indonesia Law number 10 of 2009 concerning tourism, it is explained that tourism is a travel activity carried out by a person or group of people by visiting certain places for the purpose of recreation, personal development, or studying the uniqueness of the tourist attractions visited for a temporary period of time.

Hospitality

Webster explains that *hospitality* is an interaction that occurs when hosts and guests together consume food, drinks and use accommodation. *Hospitality* also describes hospitality, which involves relationships between guests (*guest*) and the host or service provider (*host*), and includes hospitality activities such as reception and services that provide freedom and comfort to guests (Nurjanah et al., 2019).

Hospitality is a place where tourists can feel welcome when visiting that place. People won't come if they don't feel welcome. *Hospitality* means friendliness, politeness, familiarity and mutual respect. If it is related to the tourism industry, it can be said that *hospitality* is the spirit, soul, spirit of tourism. Without hospitality in tourism, all the products offered in tourism are like inanimate objects that have no value to be sold.

Hospitality not just a matter of hospitality as in the narrow sense of language (*hospitable*). However, hospitality is a complex knowledge and art in selling services, namely services with service that is full of respect and full of humanity according to the needs of the human soul who wants to be respected and appreciated as a complete human being who has reason and wisdom (Hermawan et al., 2018).

Traveler

Tourists are actors in tourism activities. Traveling is an experience for humans to enjoy, anticipate and remember times in the process of enjoying life on their journey. Basics of Tourism and Management of Tourism Destinations (Chairman & Pramudia, 2017). A tourist is someone who travels either individually or in a group for a minimum of 80 km in more than 24 hours with the aim of seeking pleasure/recreation at an object/ tourist destination. Basics of Tourism and Destination Management said tourists are people who travel for vacation, treatment, business, exercise and study and visit beautiful places or a particular country (Isdarmanto, 2017; Suryadana, 2019).

Hotel

A hotel is an accommodation business that provides lodging facilities to the public and is equipped with one or more food and beverage services, attendant room service, uniform service, linen washing, and use of furniture and equipment and meets the requirements stipulated in government decisions. "Hotels are supporters of several tourism sector activities that provide accommodation facilities and meeting places between tourists and industry players (Prakoso & Daryanto, 2017).

A hotel is a place of accommodation consisting of various rooms that are rented to the general public for a certain period of time. Apart from providing a place to stay, the hotel also offers food and drink services to its guests hotels are accommodation facilities that can be used by tourists and are equipped with various service facilities such as room service, restaurants to provide food and drinks, as well as other accommodation services. Use of this hotel facility requires certain compensation or payment.

A hotel is a place of accommodation consisting of various rooms that are rented to the general public for a certain period. Apart from providing a place to stay, hotels also offer food and drink services to their guests (Hurdawati, 2018).

Meanwhile, according to the Decree of the Minister of Transportation of the Republic of Indonesia. No. PM 10/PW – 301/Phb. 77, dated 12 December 1977. Hotels are a form of commercially managed accommodation. Provided for everyone to obtain accommodation services, as well as food and drink.

Front Office Department

According to the front office is the part or department in a hotel that is at the front and is responsible for all room booking processes, both during the check-in and check-out

processes (Nurhayati & Rinjani, 2021). The front office is generally located in the front area of the hotel so that guests can easily reach it, especially when getting information and bookings.

Concierge Department

Concierge (consier), also known as a porter or uniform service officer, is a section directly under the Front Office Department, which is tasked with handling all hotel guests' needs in terms of information sources, handling guest luggage, transportation cars and other guest needs during the guest's stay. in hotels and guests who visit hotels (Pratama, 2015).

Quality of service

According to Service Quality is an important component that must be considered in providing excellent Service Quality (Aria et al., 2018). Service quality is a central point for a company because it influences consumer satisfaction and consumer satisfaction will arise if the quality of the service provided is good. Customers compare service expectations (*expected service*) with perceived service, so that service quality will greatly depend on the company's ability to meet customer expectations.

Tjiptono places greater emphasis on the importance of service quality in the digital era. Tjiptono defines service quality as a company's ability to meet and exceed customer expectations through the delivery of products and services that are consistent, relevant and add value. Tjiptono (Tjiptono, 2019). Lewis and Booms says that service quality is a measure of how well the level of service provided meets customer expectations (Wijaya, 2011).

Kotler and Armstrong Kotler and Armstrong define service quality as the totality of the features and characteristics of a product or service that support its ability to satisfy needs directly or indirectly.

METHOD

The approach taken by researchers is qualitative research, this approach involves researchers, where researchers interact directly with facts in the field (Moleong, 2018). This research is narrative in nature so the researcher explains it orally by telling the contents of the research. The type of research used is a case study where the researcher studies the relationship between the Concierge section and Service Quality at Manhattan Hotel Jakarta based on the researcher's experience at Manhattan Hotel Jakarta (Sugiyono, 2017). This type of research uses data collection techniques in the form of interviews, observation and field documentation in accordance with the researcher's direct interaction with facts in the field.

Data collection techniques:

1. Interview

The interview method uses a question and answer technique which is carried out directly between the researcher and several sources to obtain data that is relevant and appropriate to the research topic. Interviews can be conducted to prove the information that has been obtained.

2. Observation

Observation is a technique of systematically observing and recording research objects.

3. Documentation

Documentation is a method in which researchers collect data by investigating written objects such as books, magazines, and other documents. For the object of this research, personal documentation obtained by researchers while conducting research was used.

Determination of informants

Research informants are subjects or people who can take (understand the problem) information or are also subjects related to the problem. Therefore, in this research, informants were determined using a purposive sampling technique (purposeful sampling), because in qualitative research there are no random samples, but rather deliberate samples. The criteria for informants in this research are people who understand about concierges in hotels. The following are the informants that have been determined by the author:

No	Name	Informant Status
1.	Niko Primadon	<i>Task Manager</i>
2.	Praise Mother Earth	<i>Supervisor</i>
3.	Ardhika Mudzakar Thowil	<i>Kapten Concierge</i>
4.	Regular Guest	Guest at Manhattan Hotel Jakarta
5.	Lila Muliani, S.TP, M.Par	Hospitality and Tourism Academics are expected to be able to provide insight into hospitality concepts.

Data analysis techniques

The data analysis technique in this research uses a qualitative analysis method where this method has several steps to do so. This method is carried out with the aim of obtaining descriptive data, namely the data that will be researched and studied is complete data and is not related to numerical matters.

This research was located at the Manhattan Hotel Jakarta. Manhattan Hotel Jakarta is a 5 star hotel located on Jl. Prof. DR. Satrio No.Kav.19-24, Kuningan, Setiabudi District, South Jakarta City.

RESULTS AND DISCUSSION

Researchers will explain the role of concierges in improving the quality of front office services. Researchers used descriptive methods using a qualitative approach as a way of analyzing and discussing the data obtained.

The Role of the Concierge at Manhattan Hotel Jakarta

Concierge plays an important role in supporting daily operations at Manhattan Hotel Jakarta. The concierge at Manhattan Hotel Jakarta plays an important role in guest service and is the face for many guests. The concierge is the first and last to provide service when guests first arrive and when they leave the hotel. The services provided by a concierge are not limited to service or storage of goods, more than that a concierge must understand and have extensive knowledge about the hotel and outside the hotel such as tourist attractions, shopping areas and various other important places.

The role of a concierge is very much needed in hotels, because concierges have an important task in serving guests. The role of the concierge can determine and improve the quality of service provided to guests. Therefore, the hotel's image cannot be separated from the role of the concierge.

Concierge Duties and Responsibilities at Manhattan Hotel Jakarta

The duties and responsibilities of the concierge at Manhattan Hotel Jakarta are as follows:

- 1) Greet guests upon arrival, and assist with guest luggage.
- 2) Escort guests and carry guest luggage to guest rooms.
- 3) Assist guests at check-out time.
- 4) Checks guest belongings in or out of the luggage store.
- 5) Take care of guest belongings left at the hotel by collaborating with housekeeping and other departments.
- 6) Send letters and messages to guests.
- 7) Explain to guests the location of each hotel facility, if the guest needs it, the guest will bring it.
- 8) Know the arrival (check in) and departure (check out) of VIP guests.
- 9) Explain to guests the operating hours of the hotel restaurant and other facilities such as swimming pools, spas and gyms.
- 10) Observe cleanliness and maintenance of work area and concierge equipment.
- 11) The notebook is filled with the latest data.

- 12) Attends briefings and meetings related to the front office department.
- 13) Carry out other obligations and responsibilities related to the front office department.

Front Office Department Service Quality

Basically, service quality is a form of consumer assessment of the level of service received (perceived service) and the level of service expected (expected services). "For hospitality businesses, the key is to adapt or exceed expectations of the service quality that consumers want".

The quality of front office department service greatly influences guest satisfaction. The Front Office Department is one of the departments in the hotel at the front that first welcomes and takes care of guests' room needs. In accordance with this, all front office department employees are required to be ready, alert, precise, and able to carry out their functions, duties and responsibilities as fully as possible. This is very important and needed in hotel operations to improve the quality of service provided to guests whether they come to stay overnight or not.

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"Concierge plays the role of "First Impression" when guests arrive. Where the concierge's job is to greet guests and then offer assistance to guests in carrying items during the check-in and check-out process. "Concierge is also a guest information center where the Concierge is obliged to understand everything hotel facilities and hotel environment," according to Puji Pertiwi (2023).

The role of the concierge in improving the quality of front office department services is very much needed to support the operations of a hotel. Concierge is a part of the front office department that has an important role in improving service quality. This requires that the concierge must be able to ensure that all guest needs and requests can be met and ensure that each guest has a good experience during their stay at the hotel.

Concierge Duties and Responsibilities in Improving the Quality of Front Office Department Services

According to Puji Pertiwi (2023) "Concierge duties include greeting guests when they first arrive, greeting, offering assistance, and serving guests from the check-in process to the check-out process."

Concierge is a part of the front office department that has an important role in improving service quality. This requires that the concierge must be able to ensure that all guest needs and requests can be met and ensure that each guest has a good experience during their stay at the hotel.

The concierge is a part that plays a very important role in the front office department, because this is the first part that guests encounter when arriving at the hotel, so this part is the axis and source of life of a hotel.

When the guest gets out of the car, a concierge opens the guest's car door and unloads the guest's luggage. Once guests know which room they will be staying in, a concierge carries the guest's belongings to their room. A concierge can provide information that guests need and request.

When the guest leaves the hotel, the concierge also provides final service to the guest by helping the guest unload his luggage from the room to the lobby and put it in the trunk of the guest's car and say goodbye to the guest.

CONCLUSION

In this chapter, the researcher states an understanding of the problem that has been studied. Based on the results of the analysis carried out by researchers, the conclusions that researchers can draw are as follows:

1. The quality of front office department service greatly influences guest satisfaction. The Front Office Department is one of the departments in the hotel at the front that first welcomes and takes care of guests' room needs. In accordance with this, all front office department employees are required to be ready, alert, precise, and able to carry out their functions, duties and responsibilities as fully as possible. This is very important and needed in hotel operations to improve the quality of service provided to guests whether they come to stay or not. This situation makes the front office department known as "The first and last impression of the guest", which means the front office department is the first and last impression of the guest. It can be said that the front office department is the department responsible for all hotel room sales. The Front Office department is the heart or main center of activity of the hotel, so employees who work in this department must have knowledge of hotel products, good sales methods, and good communication skills(Wachidyah, 2017).
2. The role of the concierge in improving the quality of front office department services is very much needed to support the operations of a hotel. Concierge is a part of the front office department that has an important role in improving service quality. This requires that the concierge must be able to ensure that all guest needs and requests can be met and ensure that each guest has a good experience during their stay at the hotel. Therefore, the hotel's image cannot be separated from the role of the concierge(Sukmayani & Sulistyawati, 2019).
3. The main duties and responsibilities of the concierge in improving the quality of front office department services are providing services for handling guest luggage when they arrive (check in), moving rooms, and handling guest luggage when leaving (check out). Concierge also has duties and responsibilities as an informant for guests seeking information. Therefore, concierges must master various information and always be up to date with the latest things, especially knowing what is inside the hotel and what is outside the hotel. The implementation of the duties and responsibilities of a concierge must be in accordance with Standard Operating Procedures(Wigati & Noviasuti, 2022). It is important to work in accordance with Standard Operating Procedures so that errors do not occur that affect the quality of service and hotel operations.

In this research, the researcher wrote down several suggestions that could be used as positive and constructive input, namely:

1. Researchers suggest that better teamwork and building better communication between fellow concierges and with other departments is necessary, to maintain unity in work and carry out tasks well and correctly.

2. Researchers suggest having good communication with guests and using every guest complaint as a reference for better work.
3. Researchers suggest that there is certainty of handling in every concierge job implementation to prevent communication misunderstandings.
4. Researchers suggest increasing initiative and professionalism in work.
5. Researchers suggest carrying out the duties and responsibilities of a concierge in accordance with Standard Operating Procedures.

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