

Elevating Guest Experience: Enhancing Order Taker Services At The Sunan Hotel

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| Informasi Artikel | Abstract |
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| E-ISSN : 3026-6874 Vol: 2 No: 5 Mei 2024 Halaman : 132-138 | The study aims to gain a better understanding of the role of Order Taker in improving the quality of Housekeeping services at the The Sunan Hotel. In addition, the study also tries to identify problems faced by staff and ways to address them. The research was designed using a descriptive qualitative approach. The theory used is the quality of service. The data obtained was collected through interviews, observations, and literary studies. The result of this research is that Order Taker helps improve the quality of Housekeeping services by receiving and processing guest requests in a timely and efficient manner. Handle guest complaints in a friendly and professional manner. Give me a polite and friendly service. Create a positive relationship with the guests. Using technology to be more efficient. Maintain the comfort and hygiene of the guest room. The obstacles faced are the Order Taker facing many challenges, including high work pressure, lack of technological support, incompatibility with Housekeeping staff, and lack of training and motivation. As for the strategy used to tackle this problem is to keep up with trends using technology, manage workloads, and improve communication. Team coordination, training, and incentives. |
| Keywords: Order Taker Housekeeping Quality of Service | |

Abstrak

Studi ini bertujuan untuk mendapatkan pemahaman yang lebih baik tentang peran Order Taker dalam meningkatkan kualitas layanan Housekeeping di The Sunan Hotel. Selain itu, studi ini juga mencoba mengidentifikasi masalah yang dihadapi oleh staf dan cara untuk mengatasi mereka. Penelitian ini dirancang menggunakan pendekatan deskriptif kualitatif. Teori yang digunakan adalah kualitas layanan. Data yang diperoleh dikumpulkan melalui wawancara, pengamatan, dan studi sastra. Hasil dari penelitian ini adalah bahwa Order Taker membantu meningkatkan kualitas layanan Housekeeping dengan menerima dan memproses permintaan tamu secara tepat waktu dan efisien. Menangani keluhan tamu dengan cara yang ramah dan profesional. Berikan saya layanan yang sopan dan ramah. Menciptakan hubungan yang positif dengan tamu. Menggunakan teknologi untuk lebih efisien. Menjaga kenyamanan dan kebersihan kamar tamu. Penghalang yang dihadapi adalah Order Taker yang menghadapi banyak tantangan, termasuk tekanan kerja yang tinggi, kurangnya dukungan teknologi, ketidakkompatibilitas dengan staf Housekeeping, dan kurangnya pelatihan dan motivasi. Strategi yang digunakan untuk mengatasi masalah ini adalah untuk mengikuti tren menggunakan teknologi, mengelola beban kerja, dan meningkatkan komunikasi. Koordinasi tim, pelatihan, dan insentif.

Kata Kunci : Order Taker, Housekeeping, Kualitas Pelayanan

INTRODUCTION

The attitudes and satisfaction levels of hotel sector patrons have a substantial influence on the overall success of the firm. The reputation of a hotel is determined not only by the number and quality of its services, but also by the whole experience that each guest has throughout their stay (Adhistyo et al., 2021). Essentially, the hotel's reputation becomes a valuable type of capital that affects how potential tourists see and want the resort (Sebayang, 2023). This highlights the need of delivering exceptional services, since technical progress and the extensive accessibility of online review platforms are both crucial considerations. Hotels that can establish a welcoming and hygienic atmosphere while also meeting the needs of their guests are more likely to cultivate lasting relationships with their visitors, receive positive reviews, and maintain consistently high occupancy rates (Insani & Setiyariski, 2020). The Housekeeping crew plays a crucial part in ensuring the utmost satisfaction of the visitors. The primary responsibility of room cleaners goes beyond just tidying up (Wijoyo, 2023). They are also tasked with creating a comfortable and pleasant atmosphere for every guest. Room hygiene refers to the practice

of maintaining both physical cleanliness and psychological well-being in interior spaces, which contributes to a sense of security and comfort. Efficient performance by the Housekeeping crew creates a perception among visitors that they are esteemed and attended to. Contrary to the statement, any shortcomings in the delivery of housekeeping services might create an unfavorable image that significantly impacts the whole experience of the guest. The Housekeeping department has a dual role in the hotel industry. It not only provides services but also safeguards the hotel's image and its long-term profitability (Wijoyo, 2023).

When employed in the hospitality sector, housekeeping teams often have the demanding task of effectively addressing the demands of visitors in a simultaneous manner. Several persons, such as the Order Taker and the Housekeeping Service, must participate in the process of documenting and managing the requests made by visitors. Any error or exclusion that arises when recording this query has the ability to undoubtedly lead to visitor discontent (Tavitiyaman et al., 2022). This is particularly true if the query is unintentionally disregarded or insufficiently addressed. The inherent unpredictability in interdepartmental communication is a probable root cause of these challenges. Additional possible fundamental explanations include an influx of exceptional demand. In such situations, it is crucial to identify typical demand patterns, enhance team coordination, and optimize the recording system to improve the overall management of guest requests and increase the response efficiency for each individual request.

The significance of service quality and the completeness of hotel amenities cannot be overstated when it comes to ensuring guest satisfaction (Akbar, 2021). Hotels that endeavor to enhance their service quality in order to align with guest expectations are ultimately aiming to not only satisfy guests in the short term but also in the long term, with the ultimate objective of fostering customer loyalty and encouraging repeat patronage of the hotel's offerings. The assessment of customer satisfaction hinges on the extent to which customers perceive the benefits received in comparison to their initial expectations (Wijoyo, 2014). Customer satisfaction essentially involves a juxtaposition of perceived product performance against customer expectations, serving as a barometer of the overall customer experience. Customer satisfaction is fundamentally an emotional response triggered by the encounter with the purchased goods or services, encapsulating a blend of cognitive and affective elements (Aulia & Hidayat, 2017; Renaldi & Fairliantina, 2022).

Various factors such as individual needs, prior experiences, and word-of-mouth recommendations play a pivotal role in shaping customer perceptions and expectations, thereby influencing the overall satisfaction levels of guests. The dimensions of guest satisfaction are shaped by five key factors, namely expectations, outcomes, comparisons, confirmation/disconfirmation, and the various types of consumer satisfaction and dissatisfaction (Wijoyo, 2016). Moreover, customer needs, past interactions, and word-of-mouth referrals also exert a significant influence on guest satisfaction levels, underscoring the multifaceted nature of customer experience management in the hospitality industry. By integrating these multifarious components into their operational framework, hotels can potentially devise more effective strategies to cater to guest requirements, foster customer loyalty, and bolster their brand reputation within the fiercely competitive landscape of the hotel market.

The significance of delivering high-quality service extends far beyond mere provision or delivery; it entails comprehension, empathy, and expertise to connect with both the emotional and cognitive aspects of consumers (Adhistyo et al., 2021; Supriyanto & Octafian, 2021). Once the emotional and cognitive connections are established, consumers are more likely to develop loyalty towards the products or services offered by the company. Service can be described as the actions or advantages that one party offers to another, which are primarily intangible and do not lead to ownership of any physical item (Ali, 2017). Service is essentially an act carried out to satisfy the needs of others. It encompasses any form of action or gesture that one party can extend to another without involving transfer of ownership (Alsharari, 2020). Service pertains to the characteristics of human products or services, processes, and settings that meet predetermined expectations. Service quality encompasses not only the adequacy of facilities provided, the level of hospitality, the accuracy of activities, but also the accountability for any damage to purchased products. Companies devote considerable attention to the significance of service provision for their clientele.

As per the established service quality framework, customer individual needs, prior experiences, word-of-mouth recommendations, and the company's service marketing efforts all play a role in shaping customer expectations (Afrilliana, 2020; Agiesta et al., 2021). Consumers make choices regarding service providers based on these expectations, and subsequent to experiencing the service, they evaluate it against their anticipated standards. Failure to meet these expectations leads customers to lose interest in the service provider; conversely, surpassing expectations or meeting them effectively increases the likelihood of repeat patronage. Furthermore, the service quality model pinpoints five key areas that can contribute to subpar service delivery (Wijoyo, 2023). These encompass discrepancies between management perceptions and customer expectations, alignment of management perceptions with service quality standards, adherence to service quality standards in service

delivery, consistency between external communications and service delivery, and the alignment of service quality experienced by customers with the anticipated service quality level.

One of the most important aspects of ensuring that the quality of service is maintained is the effective handling of complaints about the cleanliness of hotel rooms (Sutrisna & Putri, 2023). It is possible that dealing with and resolving customers' issues about rooms that have not been cleaned enough might be a highly complicated issue. It is possible that the subpar quality of the housekeeping service might be attributed to inherent flaws in the cleaning procedure, inadequate supervision, or any additional variables that have contributed to the problem.

The ramifications of such complaints go beyond the mere distortion of the hotel's image, as they may result in long-lasting impacts, such as the appearance of negative online evaluations that may significantly impact the decision-making process of potential customers in the future (Mejia et al., 2021). As a consequence of this, the Housekeeping team is required to meticulously implement effective strategies that enable the early detection and subsequent treatment of any cleanliness-related concerns that are associated with the room, even before the arrival of the visitors. Simultaneously, it is of the utmost importance for the department to immediately and efficiently handle any complaints that are received, therefore minimizing the potential adverse influence on the overall satisfaction of the visitors (Suarthana et al., 2020).

The engagement of the Order Taker in Housekeeping is of utmost significance in this specific situation. The Order Taker is responsible for meticulously recording and relaying guest requests to the appropriate department, ensuring that rooms are meticulously prepared for check-in, and swiftly and effectively resolving any issues or complaints raised by guests (Audina & Yusrizal, 2018). Consequently, doing thorough study on the function of an Order Taker in enhancing the quality of Housekeeping services becomes crucial. This study is crucial for enhancing the overall operational efficiency of the hotel and maximizing client happiness.

The study was conducted in The Sunan Hotel, situated in the heart of Solo Java, Indonesia. This hotel provides breathtaking panoramic vistas. Furthermore, the resort offers a range of amenities, such as a gymnasium, a wellness center, an aquatic facility, and many eating establishments. The hotel is conveniently situated in the city center, renowned for its cultural significance. In addition, the hotel provides a diverse range of cultural excursions, culinary classes, and trekking expeditions. This hotel provides a perfect combination of leisure, pursuits, and cultural encounters. Nevertheless, when delivering services to clients, particularly in the cleaning department, some issues emerged.

This assignment entails overseeing visitor requests, including addressing complaints on unsanitary hotel rooms. Additionally, the issue stemmed from the discrepancy between the room status and the front office section, as well as the communication breakdown between the floor supervisor and the order taker. The primary aim of this research is to thoroughly investigate the impact of the Order Taker in Housekeeping on the administration of guest requests, the settlement of complaints about room cleanliness, and the preservation of room status. By acquiring a more thorough comprehension of this position, the hotel is anticipated to be more adept at recognizing areas in need of improvement and devising and executing efficient strategies targeted at ameliorating the quality of service provision. Therefore, hotels will have the opportunity to enhance their reputation in an intensely competitive hospitality sector. The problems can be summarized as follows: identifying the obstacles faced by the order taker when fulfilling guest requests, formulating effective strategies to overcome these obstacles, and understanding the order taker's role in providing excellent service to guests in order to enhance the quality of the housekeeping service.

METHOD

In order to achieve its goal of gaining a full understanding of the significance of the function of the Order Taker in housekeeping within the framework of a hotel, the research methodology used in this study is qualitative and descriptive. In order to obtain the data, the authors carried out the process of data collection by using a variety of observational methods. During this process, the researchers actively documented the information that they noticed while conducting the study. The year 2020, Ningrum. The use of observation as a technique has become more significant in the process of acquiring a comprehensive knowledge of the issues that are faced by housekeeping in hotels, as well as in the process of comprehending the function of order takers. Data collection is accomplished by the author using a variety of methods, including interviews, observations, and a library research. In addition, the author employs the approach of interviews.

Informants, who were members of the cleaning crew working at The Sunan Hotel and especially worked in the order taker division, were directly interviewed for the purpose of gathering information. When conducting interviews, question-and-answer approaches are used in order to elicit further information about the experience, comprehension, and perspective of the informant with relation to the management of the order taker's function in housekeeping. The Sunan Hotel served as the only location for the research project, and the housekeeping staff

members who were assigned to the order taker portion of the hotel served as the primary sources of information provided. In addition to ensuring that the insights gathered are contextual and thorough, the purpose of the research is to analyze in detail the function of order takers in the context of housekeeping in the hotel that is the subject of the investigation. This will be accomplished by purposefully choosing certain places and subjects to interview.

RESULT AND DISCUSSION

Obstacles Order Taker often encounters in his service in the Housekeeping Department:

As an Order Taker in the Housekeeping department, there are a few issues that might potentially have an effect on the quality of service, and as a result, some considerations need to be given careful attention. One instance of a challenge is the likelihood that communication may become less effective, which is something that might take place as a consequence of a variety of different conditions. For instance, when there are differences in language or accent, it may turn out to be difficult to appreciate the wants that visitors have. Additionally, the lack of information that is provided by visitors may make the problem much more severe. Furthermore, there is a possibility that a guest's request may be misunderstood, which might result in a quality of service that is below and above what is expected.

An additional challenge that an Order Taker can face is the increased level of stress that is associated with their job, which is especially likely to occur during times of significant increase in the amount of demand from customers. It is possible that this problem will get much more severe due to the fact that there are not enough Order Taker people available to handle the volume. There is also the possibility that there are tight time limits that must be adhered to in relation to this request. There is a possibility that the Order Taker will face a significant obstacle if there is insufficient technological assistance. This involves the presence of a system for the manual processing of requests, which has the potential to occupy a considerable amount of time and is prone to errors. In addition, there may be difficulties in acquiring the required information, which makes it more difficult for the Order Taker to immediately fulfill the requirements of the guests. The opposite is also true: if there is a failure to coordinate with other members of the Housekeeping staff, there may be a disparity between the services that are requested by guests and those that are actually provided. It is possible for it to manifest itself in a variety of ways, such as errors within the transmission of information or delays in the fulfillment of the request.

On the other hand, the Order Taker could face additional challenges, such as receiving inadequate training and lacking desire. The low level of motivation may be attributed to a number of different issues, including a lack of knowledge with housekeeping services, communication skills that have not been appropriately developed, and a lack of appreciation and recognition. When taking into consideration this issue, it is patently obvious that preventative steps must be implemented in order to overcome it in order to ensure that the Order Taker in Housekeeping is able to do their duties in an efficient and effective manner. This is something that can be done via a variety of methods, such as improving communication strategies in order to ensure that a full grasp of guest needs is achieved. Furthermore, in order to ease the stress that the Order Taker is experiencing, it is essential to put into practice effective ways for managing workloads by using these tactics. In addition, it is of the utmost importance to make the most of technology in order to simplify the system for processing demand and to make the necessary information easily accessible.

In order to lessen the disparity between the services that are given and the requests that are made by customers, it is vital to improve the coordination among the professionals who work in housekeeping. Nevertheless, it is of the utmost importance to recognize the necessity of putting in place a comprehensive training program for the Order Taker. This program should provide them with the knowledge and skills they need to thrive in their particular professions. In addition, it is of the utmost importance to cultivate a sense of motivation among the Order taker by establishing a system of recognition and gratitude that recognizes their steadfast devotion and the meticulous work they have put forth. To conclude, the hotel has the ability to ensure that the Order Taker in Housekeeping functions properly by addressing these challenges and implementing the necessary improvements. This will help the hotel provide superior service to its customers and increase their level of satisfaction. Dissatisfaction among hotel guests, a decline in the hotel's reputation, and a decrease in the effectiveness of cleaning operations are all potential outcomes that might result from the hurdle.

How the Order Taker's role in improving the quality of service in the Housekeeping department

One of the most important and significant responsibilities that the Order Taker is responsible for in the Housekeeping department is to serve as a necessary intermediary between the respected guest and the diligent member of the Housekeeping labor force. It is the responsibility of the Order Taker to take in and process the various service orders that are placed by the patrons of the establishment. Due to the fact that it considerably improves the overall quality of service that the hotel provides to its prized clients, the strategic relevance of this

function should not be ignored. There are a number of different ways in which the order has the potential to significantly improve the quality of service. By promptly and efficiently taking and processing orders from customers, an Order Taker has the potential to improve the quality of service a business provides. It is essential for an Order Taker to have a full understanding of the requirements and expectations of the customers who are visiting the establishment. In order to effectively meet the expectations of guests and provide them with the relevant information, the person who takes orders must have accurate and comprehensive knowledge of the numerous housekeeping services that are available. As an essential part of their job, Order Takers are responsible for making sure that the demands of guests are handled as quickly as possible. It is essential for them to give a service that is both swift and efficient, making certain that the demands made by visitors are dealt with in the most expedient and efficient manner possible. This not only demonstrates the hotel's dedication to providing a service that is unique, but it also significantly contributes to the overall satisfaction of the customers.

In addition to taking care of requests, the Order Taker is responsible for resolving the problems of customers in a manner that is both professional and kind. It is essential for an Order Taker to have the capacity to manage complaints from customers in a calm and knowledgeable manner. It is the responsibility of the Order Taker to effectively manage and resolve client complaints in order to maintain a positive reputation for the hotel and to increase the level of customer satisfaction with the establishment. In addition, the Order Taker's ability to provide help that is both kind and polite is of utmost importance. By taking the clients' orders in a kind and warm manner, the order taker contributes to the overall improvement of the customer experience.

In addition, the Order Taker has the ability to build a positive connection with clients by exhibiting attention, empathy, and care towards the needs and preferences of the customers. The personalization of the method used to provide this service is gradually leading to an increase in the overall level of pleasure experienced by the clients. The use of technology is an extra approach that an Order Taker may utilize in order to improve the effectiveness of the management process and to raise the degree of service quality. An Order taker may efficiently accept and handle visitor requests by using the technology, which guarantees that the operations will be simplified and completed in a more expedient manner. Additionally, the technology may simplify inventory management, making it possible for an order taker to effectively supervise the housekeeping inventory and, as a result, improving the overall efficiency of hotel operations. The Order Taker is responsible for consistently providing outstanding service, which is a significant factor in the establishment of a positive reputation for the hotel itself. Furthermore, it is of utmost importance for the Order Taker to ensure that the guest rooms are clean and convenient, taking into account the specific preferences of each unique guest. The Order Taker achieves a higher level of overall satisfaction among the guests by paying special attention to the aforementioned aspects.

When it comes to improving the overall quality of hotel services, order takers are an essential component. In the event that personnel are able to grasp and competently carry out their activities and obligations, they have the potential to considerably contribute to the success of the hotel via their positive and substantial contributions. It is essential to take into consideration a variety of aspects, including training, incentive, and performance assessment, in order to improve the efficiency of the Order Taker position. It is possible for hotels to enhance their reputation and the level of satisfaction of their clients by successfully carrying out the responsibility of order takers. Consequently, this results in an environment that contributes to a more pleasant and satisfying stay experience. Due to the fact that the things that are provided are intangible and cannot be kept, the service industry puts a significant amount of weight on the quality of the service that is provided (Aktaş Polat, 2022). Nevertheless, consumers are only able to provide feedback on the service once they have used it. As a result, the quality of service plays a crucial part in the service business, as it differentiates it from competitors and attracts potential customers.

The service industry puts a significant amount of attention on the quality of service since it has the potential to increase the level of satisfaction experienced by customers. An increase in customer satisfaction has a beneficial effect on the business since it increases the likelihood of client retention and referrals, which ultimately results in an increase in the profitability of the organization (Akay, 2022). Providing excellent service to customers has the potential to boost the profitability of the firm. Service firms have the opportunity to attract a bigger customer base and extend their market presence, which in turn increases the likelihood that they will generate profits. Additionally, a great reputation is the result of providing outstanding service to those who shop with you. Companies that give great service will build a good image among the general public, which will ultimately result in the attraction of a bigger client base, the strengthening of investor trust, and the eventual guarantee of the company's competitiveness in the market (Ali, 2017b).

Employee motivation is also influenced by the quality of service. Individuals employed in organizations that stress exceptional service are often more inclined to perform at their utmost capacity. These motives possess the capacity to foster productive work environments, enhance efficiency, and contribute to the achievement of the Company's objectives (Alhamdi, 2023). Effective customer service not only impacts customer happiness and business profitability, but also confers a significant competitive edge to a firm (Ahani, 2019). Companies that

provide excellent service has the capacity to capture client attention and distinguish themselves among market competition (Putra et al., 2020). There are several strategies for the service business to enhance the quality of their services. Initially, it is important for a firm to provide comprehensive training to its staff to ensure they possess the necessary skills and knowledge to deliver exceptional service to its clients. Furthermore, it is essential for the organization to establish unambiguous and quantifiable benchmarks for service. Finally, it is important for the company to consistently monitor the performance of its personnel in order to verify that they are meeting the established requirements. Additionally, it would provide incentives for individuals who demonstrate exceptional performance. Furthermore, meticulously examine consumer grievances and undertake the necessary measures to address them. Lastly, it is important to get direct client input in order to continuously enhance our service. Service organizations may enhance service quality, elevate client contentment, bolster corporate reputation, and cultivate a competitive edge by adhering to these procedures (Anabila, 2022).

CONCLUSSION

The Sunan Hotel in operation, the Order Taker in the housekeeping department faces many problems that can affect the service they provide to guests. High work pressure, lack of technological support, a lack of coordination with housekeeping staff, and lack of training and motivation are some of these problems. To overcome this problem, improved communication, workload management, technology utilization, and team coordination are needed. Order Takers can tackle this problem so they can process guest requests more efficiently, deal with complaints with professionals, provide friendly service, and use technology to improve efficiency. In addition, their role inining hygiene, comfort in guest rooms, and providing high-quality service can enhance the reputation of The Sunan Hotel. Hotels must understand the role of Order Taker in improving the overall quality of service and support it with training, technology, and motivation. Thus, the hotel can ensure that the role of the Order Taker runs smoothly, supports the delivery of high quality service, and ultimately increases guest satisfaction. Increased guest satisfaction, the better reputation of The Sunan Hotel, and higher housekeeping efficiency are all potential outcomes of this improvement.

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