

## **ABSTRACT**

### **KUALITAS PELAYANAN TELEPON OPERATOR FRONT OFFICE DEPARTEMEN DI DESA ALAMANIS RESORT VILLA**

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*Good service is important in the hotel industry where service can have a big impact on an accommodation business, most people have adapted new good habits and are able to make an impression on many people. The importance of telephone operators can be seen in the expression that states that they are the spearhead of the company, because telephone operators are the link between the hotel and outside parties. This research discusses the role of front office operators in improving customer experience in four-star hotels, with a case study at the Desa Alamanis Resort Villa. Data was collected through in-depth interviews with front office operators, direct observation and analysis of related documents. Operators are responsible for guest reception, check-in and check-out processes, providing information about hotel services, and handling customer complaints and requests quickly and efficiently. Skills development for front office operators ensures that they are able to provide high quality service to customers, thereby increasing customer satisfaction and service at the Desa Alamanis Resort Villa.*

**Keywords :** *Front Office Operator1, Increased Visits 2, Visitor Experience 3*