

**THE IMPACT OF HUMAN RESOURCE STRATEGY MANAGEMENT ON
GUEST RELATION OFFICER PERFORMANCE IN THE HOSPITALITY
INDUSTRY**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT

THE IMPACT OF HUMAN RESOURCE STRATEGY MANAGEMENT ON GUEST RELATION OFFICER PERFORMANCE IN THE HOSPITALITY INDUSTRY

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During the post pandemic era, which people are allowed to do their activities outside, the demand of accommodation has arisen. Most people stay at a hotel. The type of hotels can be classified as 1 to 5 stars hotels. Luxury accommodation such as 4- or 5-stars hotel has a position called Guest Relation Officer. Customer satisfaction is a key in the service standard of 4- or 5- stars hotels. This study aims to analyze the professionalism of Guest Relations Officer towards the customer satisfaction, to evaluate the to create service standard that meets the customer's requirement. Other than that, this study also provides the training method of Guest Relations Officer's to create customer satisfaction. Data will be collected from the survey questionnaires responded by the hotel's guest and Guest Relation Officer's from luxury accommodation.

Guest Relation Officer, Customer Satisfaction, Service Quality, Professionalism, Luxury accommodation.



DEDICATION

I dedicate this work for my university and the future of my country Indonesia.



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