

ABSTRACT

Azhiel Deva Dirgantara, 213106008, 2024. ***Implementation of 6A Aspect of Excellent Service at Front Office Division of Aston Madiun Hotel and Conference Center.*** English Diploma III Program, Business Administration Department, State Polytechnic of Madiun.

Aston Madiun Hotel and Conference Center is the only four-star hotel in Madiun City that offers a variety of products and services tailored to consumer needs. Aston Madiun Hotel and Conference Center provides a front office division to serve guest needs. This final project report aims to determine the implementation of 6A aspects of excellent service at the front office division of Aston Madiun Hotel and Conference Center. According to the theory of 6A, the aspects of excellent service are ability, attitude, appearance, attention, action, and accountability. Furthermore, a descriptive-qualitative method was used in this final project report, and data were collected through observation, interviews, and documentation. Based on the results of the research analysis, the implementation of 6A aspects of excellent service at the front office of Aston Madiun Hotel and Conference Center has gone well. The front office's ability to assist customers in the check-in and check-out, handling complaints and requests has been implemented very well. In addition, the front office at Aston Madiun Hotel and Conference Center always smiles and is friendly when welcoming customers. The front office division at Aston Madiun Hotel and Conference Center is always responsive and active to customers and is also responsible for the security of personal data and luggage belonging to customers so that customers feel comfortable and safe.

Keywords: *Aston Madiun Hotel and Conference Center, Excellent Service, Front Office.*

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Aston Madiun Hotel and Conference Center merupakan satu-satunya hotel bintang empat di Kota Madiun yang menawarkan berbagai macam produk dan layanan yang disesuaikan dengan kebutuhan konsumen. Aston Madiun Hotel and Conference Center menyediakan divisi front office untuk melayani kebutuhan tamu. Laporan tugas akhir ini bertujuan untuk mengetahui implementasi 6A aspek pelayanan prima di front office divisi Aston Madiun Hotel and Conference Center. Berdasarkan teori 6A, aspek pelayanan prima yaitu, kemampuan (*ability*), sikap (*attitude*), penampilan (*appearance*), perhatian (*attention*), tindakan (*action*), dan tanggung jawab (*accountability*). Selanjutnya, metode deskriptif-kualitatif digunakan di dalam laporan tugas akhir, dan data diperoleh melalui observasi, wawancara, dan dokumentasi. Berdasarkan hasil analisis penelitian, penerapan 6A aspek pelayanan prima di *front office* Aston Madiun Hotel and Conference Center sudah berjalan dengan baik. Kemampuan *front office* dalam membantu pelanggan dalam proses *check-in* dan *check-out*, menangani komplain dan permintaan sudah diterapkan dengan sangat bagus. Selain itu, *front office* di Aston Madiun Hotel and Conference Center selalu senyum dan ramah saat menyambut pelanggan. Divisi *front office* di Aston Madiun Hotel and Conference Center selalu peka dan aktif kepada pelanggan dan juga bertanggung jawab dalam keamanan data pribadi dan barang bawaan milik pelanggan, sehingga pelanggan merasa nyaman dan aman.

Kata kunci: *Aston Madiun Hotel and Conference Center, Pelayanan Prima, Kantor Depan.*