

"Efforts to Improve the Communication of the Concierge Department across all sections of the Front Office Department at Padma Hotel Semarang"

¹Godwin Farrell Prasetyo, ²Syaiful Ade Septemuryantoro

¹Universitas Dian Nuswantoro, Semarang, Indonesia

²Universitas Dian Nuswantoro, Semarang, Indonesia

(3132022.00396@mhs.dinus.ac.id)

Abstract. This qualitative research aims to enhance communication within the Concierge Department at Padma Hotel Semarang, with a focus on Front Office operations. Communication plays a vital role in ensuring seamless guest service, especially in luxury hotel environments where high standards and guest satisfaction are top priorities. Through in-depth interviews with concierge staff, supervisors, and managers, this study explores existing communication patterns, identifies obstacles, and proposes improvements. The results reveal several communication issues, including message distortion, delays, and lack of clarity—often caused by technological limitations and inconsistent procedures. Based on these findings, this research suggests implementing integrated communication tools and providing targeted training to enhance message clarity and coordination. These steps are expected to improve team synergy and service quality, ultimately supporting operational excellence at Padma Hotel Semarang.

Keywords: internal communication, concierge, front office, five star hotel, Padma Hotel Semarang

RESEARCH BACKGROUND

In a star hotel, especially a 5-star hotel, the Front Office Department is one of the most crucial departments in the hotel's operations. Without them, room sales would not run. Front Office is a department that concerns about the sale of hotel rooms, where guests check in and check out, where guests make financial transactions, to where guests feel uncomfortable and want to complain, everything happens at the front office.

Front Office consists of many departments, such as receptionist, concierge or often called doorman and bellman, telephone operator or operator only, GRO or Guest Relationship, to the supervisor and manager. All these departments have their own tasks and functions that will complement each other. From there, here are explanations of the parts of the Front Office and their duties in general:

- Front Desk

This section is the center of Front Office activities and the first place that has direct contact with guests.

Duties:

- **Receive Reservations:** Processing room reservations made via phone, email, or online platforms.

Check-in: Welcomes guests, records guest data, gives room keys, and explains hotel facilities.

- **Check-out:** Manage guest payments, print bills, and ensure all transactions are completed properly.
- **Handling Enquiries:** Provide information on hotel facilities, location, or nearby tourist activities.
- **Resolving Guest Complaints:** Handle issues or complaints quickly and professionally to ensure guest comfort.
- **Coordination with other departments:** Provide information to housekeeping, engineering, or food service regarding guest needs.

- **Concierge**

Concierge is a department that assists guests with special needs beyond the basic hotel services.

Duties:

- **Provide Local Information:** Provides guidance on nearby attractions, restaurants, and transportation.
- **Arrange Transportation:** Help guests book a taxi, rental car or airport shuttle.
- **Organizing Tickets and Reservations:** Assist guests in purchasing tickets for concerts, events, or restaurant reservations.
- **Assist with Special Needs:** Organize special requests such as flowers, birthday surprises, or other services as per the guest's wishes.

- **Reservation Staff**

This section specializes in handling all forms of room reservations at the hotel.

Duties:

- **Processing Reservations:** Ensure all guest information is recorded correctly, including arrival date, number of nights, and room type.
- **Manage the Reservation System:** Ensure that the hotel reservation system is always updated according to room availability.
- **Providing Information:** Explain pricing policies, promotions, and special packages to guests.
- **Coordination with Front Desk:** Provide information about incoming guests to prepare the welcome.

- **Telephone Operator**

Telephone operators are in charge of managing communication between guests and the hotel, as well as internal communication between departments.

Duties:

- Taking Calls: Connecting guests with relevant departments or providing general information.
- Delivering Messages: Record and relay messages to guests or hotel staff.
- Emergency Call Handling: Act as the primary contact person in emergency situations to provide assistance or information.

- Cashier (Front Office Cashier)

The cashier is in charge of managing all financial transactions related to guests.

Duties:

- Managing Payments: Manage guest payments for rooms, additional services, or other facilities.
- Printing invoices: Provide bills to guests at check-out.
- Reporting Transactions: Maintain daily transaction records for audit and financial reporting purposes.

- Bellboy (Porter)

Bellhops are in charge of helping guests with their luggage.

Duties:

- Carrying Guest Items: Transporting suitcases or other items to guest rooms or vehicles.
- Welcoming Guests in the Lobby: Assist guests in locating specific areas of the hotel.
- Liaison: Assist guests to contact other parts of the hotel, such as the concierge or receptionist.

- Doorman

Doorman is responsible for welcoming guests at the entrance of the hotel.

Duties:

- Opening Doors: Assist guests to enter or exit the hotel politely.
- Welcoming Guests: Greeting each guest with a friendly greeting.
- Arrange Transportation: Assist guests in hailing taxis or arranging parking for vehicles.

- Night Auditor

Night Auditor is a department that works at night to manage daily reports and ensure all transactions are recorded correctly.

Duties:

- Conduct Financial Audits: Checking and matching daily transactions with the hotel system.

- Perform Night Check-in and Check-out: Deal with guests arriving or leaving outside of regular business hours.
- Compile Daily Reports: Prepare reports summarizing the hotel's operational and financial activities for the day.
- Duty Manager
Duty managers are front office shift supervisors who are responsible for the smooth running of daily operations.
Duties:
 - Supervise the team: Ensure all front office departments are working to standard.
 - Handling Complex Complaints: Assist in handling complaints or issues that cannot be resolved by other staff.
 - Daily Report: Compile reports on important events during the shift.
 - Coordination: Collaborate with other departments to ensure optimal service.

It can be briefly concluded that the Front Office is a very important department in the hotel, because without the Front Office, there will be no check in and check out events.

What the author wants to discuss this time is the Front Office, especially the Concierge section at Padma Semarang hotel. As a 5-star hotel and the most luxurious hotel in Central Java, Padma Semarang certainly has a Concierge Department. At Padma Semarang itself, Concierge is a combination of Bellboy and Doorman. So, a Doorman at Padma Semarang Hotel can be a Bellboy who delivers luggage to the guest room and vice versa.

What are the specific duties of a Padma Hotel Semarang Concierge?

- Greeted guests who arrived at the hotel lobby by opening the guest's car door.
- Remove luggage and belongings from the guest's car if the guest is checking in.
- Put your luggage and belongings (except food) into the X-Ray scanner in front of the lobby door.
- Arrange suitcases and guests' belongings neatly on the trolley.
- Give the Luggage Tag to the guest by asking on behalf of the guest's reservation.
- Escorted luggage and belongings to guest rooms using a trolley.
- Provide hotel information when asked by guests, and recommend guests to call 0 which will be connected to the Guest Service Center (Telephone Operator).
- Deliver items ordered from the lobby to the guest room if the guest wishes.
- Receive guest orders from outside such as food or other items and store them in storage.
- Receive guest luggage and store it in the storage.
- Store guest items that must be kept in the chiller or freezer in the storage.

- Picked up guests' luggage from the room when guests checked out and gave them luggage tags and put them on the trolley.
- Putting guests' belongings back into the car when guests check out.
- Valet the guest's car if the guest wishes for Rp.50,000
- Register guest car parking so that guests have access to free parking

REVIEW OF RELATED LITERATURE

Effective internal communication is vital in hotel operations, especially within the Front Office Department. Grönroos (2007) emphasizes that smooth communication among departments like concierge, reception, and bellboy supports consistent service quality and guest satisfaction.

Parasuraman et al. (1988) note that delays or unclear communication can harm the guest experience. In luxury hotels, the concierge plays a key role in meeting guest needs and coordinating with other sections, making real-time, accurate communication essential (Smith, 2020).

Studies by Bowen (2009) and Creswell (2014) also highlight that communication issues often stem from shared or inadequate tools, such as limited Handy Talkies (HTs), leading to miscommunication and operational delays.

To overcome these challenges, Sugiyono (2018) and Moleong (2017) suggest providing staff training focused on clarity, responsiveness, and teamwork. Combined with improved communication tools, this can boost efficiency and service quality.

RESEARCH METHOD

This study aims to improve communication between concierge staff of Padma Hotel Semarang in order to work better. Concierge at Padma Hotel is famous for its hospitality and work that is done quickly but also precisely. However, the lack of communication tools makes the staff have to use cellphones through the WhatsApp application to communicate, which not all staff hold cellphones at the same time, so miss-communication often occurs both small and large things.

The research method used in this research is a descriptive qualitative method that allows researchers to explore deeper information from the Padma Hotel Semarang Concierge, starting from when this Concierge was established, how its daily activities, how experiences that have occurred, to whether there are events that are serious. In addition, the method that the author uses can also provide the author with ideas and knowledge from the Concierge staff themselves.

The descriptive qualitative method was chosen because it allows researchers to explore in depth the phenomena that occur in the field, both from the point of view of concierge officers and guests who receive these services.

Data was collected through in-depth interviews with concierge employees, direct observation of their activities, as well as document analysis and guest reviews. This approach aims to gain a holistic understanding of how concierge services at Padma Hotel Semarang are designed, implemented and perceived by guests, thus providing a comprehensive picture of best practices in the hospitality industry.

Research Type: This research uses a descriptive qualitative method with an interview research approach. This research involved direct interviews or observations and relied on secondary sources found through online searches although only as a supplement.

Main source:

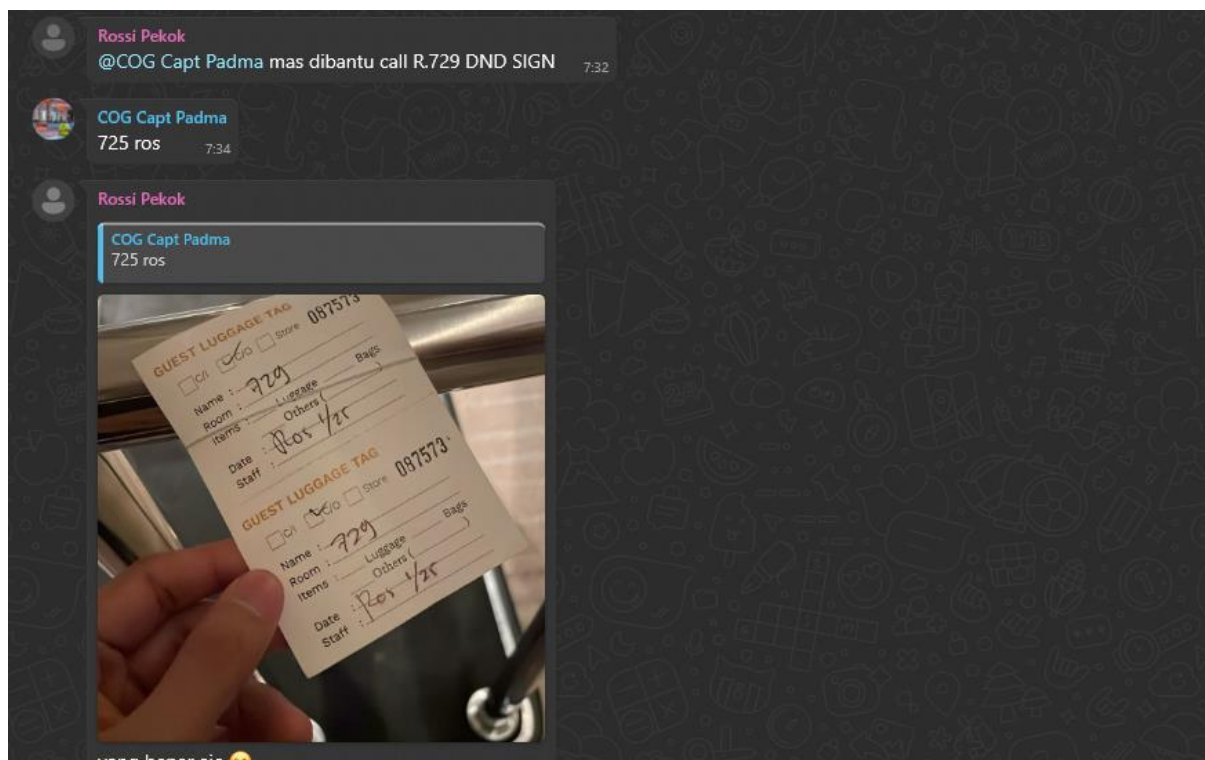
- Interviews from Concierge staff who have been with Padma Semarang since the hotel was established.
- Interviews from other Front Office staff such as Guest Service Officer and Guest Relationship Officer.
- Concierge Padma Semarang's WhatsApp group that contains words about the staff

Secondary sources:

- News websites, articles discussing concierge at other hotels

RESULTS AND DISCUSSION

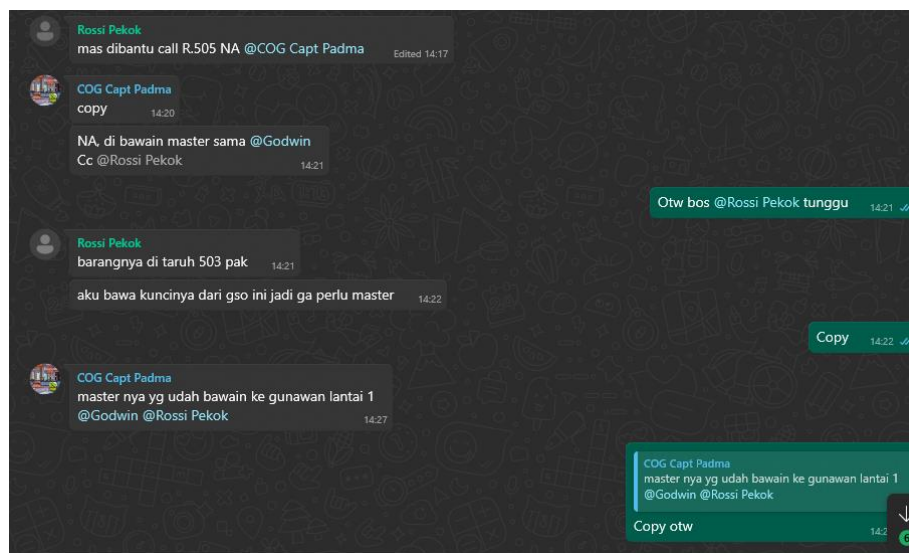
The results given by the author also obtained a lot of shortcomings when the Concierge Staff communicated with each other and even between other department staff.



The following above is the result of miscommunication from the lower staff in charge of writing room numbers and staff who are carrying goods to the guest room (Rossi), here he informs via WhatsApp that the guest room is writing DND (Do Not Disturb), so inevitably Rossi must inform the Concierge staff who are at the desk to call the room.

It turned out after a search that the room was wrong and should have been room 725, fortunately Rossi had not yet knocked on the room (and indeed was not allowed because the room was in DND position),

The above is a communication between the concierge at the desk and the staff who is a Runner (Sakir), here the desk staff asks where Sakir is but requires him to ask in the Concierge group. Fortunately, Sakir was holding a cellphone, otherwise there would be no reply from him and it could have caused panic.



The above is an incident where the staff needed to put things in the room but there was only one master key, so the staff had to "throw" the master key to each other. Sometimes staff can get special keys that must be returned to the receptionist like Rossi in this wa conversation.

Then here are the conversations I had with the staff:

NANANG (Concierge Captain):

Researcher: Good afternoon, Mr. Nanang. Thank you for taking the time to chat with me today. Can you tell us a bit about your experience as a concierge captain at Padma Hotel Semarang?

Nanang: Good afternoon too. You're welcome, it's a pleasure to share. I've been a concierge at Padma Hotel Semarang for three years, before that I was a concierge at Crown Plaza Semarang, now called PO Hotel. This job is very interesting because I can interact directly with guests from various backgrounds. My main task is to help meet guests' needs, from transportation requests, tourist attractions recommendations, to handling their special needs.

Researcher: In carrying out these tasks, what are the biggest challenges that Mas Nanang usually faces?

Nanang: I think the biggest challenge is communication, especially between the concierge and other sections in the Front Office, such as reception or bellhop. Sometimes information that should reach us is delayed or late. This often makes it difficult for us to provide optimal service to guests, especially when the hotel is full.

Researcher: What usually causes the miscommunication, Mas?

Nanang: One of the reasons is the lack of efficient communication tools. We all use the same HT as other departments and there are only 2 of them, so the frequency is often busy or interrupted and often used by other friends. Sometimes, important information about guests doesn't reach us immediately. For example, a guest needs urgent transportation, but the information is not immediately forwarded to the concierge. As a result, guests can feel underserved.

Researcher: That must be very challenging. In your opinion, what is the solution that can help overcome this problem?

Nanang: I think if the Front Office had a dedicated HT that is only used by us, it would be very helpful. That way, communication between sections in the Front Office, such as concierge, reception, and bellboy, can be smoother without interference from other frequencies. In addition, perhaps there should be regular communication training so that all staff are more aware of the importance of conveying information quickly and clearly.

Researcher: Very good idea, Mas. Thank you very much for your time and story. Your input will definitely be very useful to improve the quality of service at Padma Hotel Semarang.

Nanang: You're welcome. I hope what I've said is helpful. I also hope there will be improvements in communication, so that we can provide even better service to our guests.

JAUHARI:

Researcher: Good afternoon, Mr. Jauhari. Thank you very much for taking the time to talk today. Can you tell us a bit about your experience working as a concierge at Padma Hotel Semarang?

Jauhari: Good afternoon as well. You're welcome, it's nice to share. I've been working as a concierge at Padma Hotel Semarang for one year. For me, this job is very enjoyable because I get to meet a lot of people, help guests, and make sure they have the best experience during their stay here.

Researcher: Wow, very cool. Over the past year, what are the most common challenges that Mas Jauhari has faced in carrying out his duties as a concierge?

Jauhari: One of the biggest challenges is communication. Currently, the Front Office only has two HTs that are used interchangeably by all sections, including reception, bellboy, and us at the concierge. So, there is often information that is delivered late, or even missed altogether, especially when the hotel is busy.

Researcher: Two HTs only? That must be quite difficult, especially if all sections need them at once. What impact does that have on your work?

Jauhari: Yes, that's right. Sometimes, if the HT is being used by another section, we have to rely on manual communication, such as walking to the reception desk to get information. This definitely reduces our work efficiency. For example, there are guests who ask for transportation assistance or tourist recommendations, but because the information is received late, we look less alert. In fact, we want to provide the best service.

Researcher: I understand. What do you think is the best solution to this problem?

Jauhari: I think each section in the Front Office should have its own HT. If not possible, at least increase the number of HTs so that each section can use them without having to share with other sections. Also, perhaps there could be a more structured system or workflow to ensure important information is always passed on in a timely manner.

Researcher: Very good feedback, Mas. Thank you very much for the story. Is there anything else you would like to add regarding your work experience at Padma Hotel Semarang?

Jauhari: In general, I enjoy working here. The work environment is comfortable, and I can learn a lot. But I hope management can pay more attention to our operational needs, such as adding more HTs, so that we can work more optimally.

Researcher: Thank you again, Mas Jauhari, for your time and valuable insights. I am sure your input will be very helpful in improving the quality of service at Padma Hotel Semarang.

Jauhari: You're welcome, it's good to share. Hopefully there will be a change for the better

Based on interviews with concierge staff, including Mas Jauhari and Mas Nanang, and analysis of operational constraints in the Front Office Department of Padma Hotel Semarang, the author recommends the addition of a dedicated Handy Talky (HT) to support inter-section communication. Currently, with only two HTs that are used alternately by all sections in the Front Office, there is often a delay or miscommunication in the delivery of information that has an impact on guest services.

The author suggests that each section in the Front Office-reception, concierge, and bellboy-have at least one dedicated HT. This addition will allow for more efficient communication and reduce barriers that arise from having to share communication devices. If immediate implementation for all sections is deemed difficult, priority can be given to concierge as the frontline of guest services, given the importance of their role in ensuring a positive guest experience.

In addition, the author recommends management to conduct periodic evaluations of the communication devices used, both in terms of quantity and quality. Training on the effective use of HT should also be conducted to ensure that every staff member understands how to communicate clearly and efficiently.

With the addition and optimization of communication devices, it is expected that inter-section coordination in the Front Office can run more smoothly, so that services to guests become faster, more precise, and more professional. This step will not only increase guest satisfaction, but also teamwork efficiency, which ultimately has a positive impact on Padma Hotel Semarang's reputation as a leading hotel in the hospitality industry.

CONCLUSION

Effective inter-section communication in the Front Office Department is a key element in ensuring the quality of service provided to guests at Padma Hotel Semarang. This article highlights that communication challenges often arise due to a lack of effective coordination between sections, such as reception, concierge, bellboy, and reservation. These obstacles can have a negative impact on smooth operations, especially when facing urgent situations or high guest volumes.

As the primary solution, the author recommends the use of a dedicated Handy Talky (HT) for the Front Office Department. By separating the Front Office communication channel from other departments, each section can communicate more quickly, clearly, and focus on their operational needs. The use of a dedicated HT also minimizes the risk of miscommunication that often occurs due to poorly conveyed information or communication interference from other departments.

In addition to the implementation of communication tools, inter-section communication skills training is also an important aspect that needs to be considered. Through this training, Front Office staff can better understand the importance of conveying information clearly, listening actively, and collaborating effectively. This can improve inter-section working relationships and create a more harmonious working environment.

Not only that, this article emphasizes the importance of periodic evaluation of the implemented communication system. Regular monitoring and adjustments can ensure that the solution remains relevant and in line with dynamic operational needs. With the right combination of communication tools, ongoing training, and regular evaluation, Padma Hotel Semarang can continue to improve the quality of its Front Office services.

In conclusion, the use of dedicated HT for the Front Office Department is a strategic move that can support communication efficiency, prevent miscommunication, and strengthen inter-section coordination. This effort not only has a positive impact on the hotel's daily operations, but also on

guest satisfaction, which ultimately strengthens Padma Hotel Semarang's reputation as one of the leading hotels in the hospitality industry.

REFERENCES

- Bowen, G. A. (2009). Document Analysis as a Qualitative Research Method. *Qualitative Research Journal*, 9(2), 27-40.
- Grönroos, C. (2007). Service Management and Marketing: Customer Management in Service Competition. *International Journal of Service Industry Management*, 18(5), 510-530.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64(1), 12-40.
- Padma Hotel Semarang. (2025). About Concierge Services. Accessed from: <https://www.padmahotel.com>
- Smith, J. (2020). The Role of Concierge in Luxury Hotels. *Hospitality Insights*. Accessed from: <https://www.hospitalityinsights.com>
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage Publications.
- Moleong, L. J. (2017). *Qualitative Research Methodology*. PT Remaja Rosdakarya.
- Sugiyono. (2018). *Quantitative, Qualitative, and R&D Research Methods*. Alfabeta.
- Yin, R. K. (2018). *Case Study Research and Applications: Design and Methods*. Sage Publications.