ASSESSMENT ON THE COLLABORATION OF BACK-OFFICE AND FRONT-OFFICE EMPLOYEES WITH ADVANCED TECHNOLOGY IN FACILITATING SEAMLESSNESS SERVICE QUALITY DELIVERY IN HOTEL INDUSTRY:
A CASE STUDY OF TWO (2) HOTELS IN YOGYAKARTA, INDONESIA

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ABSTRACT

The main objective of this research explored how back-office and front-office employees with collaboration of advanced technology facilitate seamlessness service quality delivery in the hotel industry. A constructivist research paradigm is employed while effectively utilizing qualitative methodology. The research adopts a multiple-case study design, focusing on two hotels; a five-star hotel and a three-star hotel, both located in Yogyakarta, Indonesia. SPSS statistical tool and Thematic analysis were applied to diverse primary and secondary data sources, including interviews, focus group discussions, survey questionnaires, and online customer survey reports from each hotel's official website and social media platforms such as Instagram. Additionally, the seamless hotel organization theoretical framework is employed for this study as a roadmap towards data collection, analysis, and interpretation, guiding the investigation of the study. By analyzing and comparing the strategies, challenges, and opportunities in both hotels, the study revealed the importance of effective collaboration of back-office and front-office employees with advanced technology in every hotel in enhancing seamlessness hotel operations. All hotel employees first pass through different technology orientations adopted in the hotel then get training on how to use those advanced technologies in their respective departments such as how to make reservations by using WEELOY or how to print customer receipts by using RAPTOR. The feedback report from training and feedback review from customers who are served by well-trained employees provides valuable insights for hotel owners and managers to redesign their strategic management approaches, organizational culture, and operation plan. Acknowledging the inherent limitations of case studies, the research employed triangulation, in-depth data collection, comparative analysis, and reflexivity to enhance the validity and reliability of its findings. The ultimate goal is to offer practical recommendations for an effective way of coordinating and collaborating with back-office and front-office hotel employees for consistent seamless hotel operation with consideration of dynamic technological change.

Keywords: Seamlessness, back-office, front-office, advanced technology, hotel industry