

# **ABSTRACT**

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## **THE INFLUENCE OF SERVICE QUALITY OF FRONT OFFICE STAFF TOWARDS CUSTOMER SATISFACTION AT GRAND ASTON CITYHALL MEDAN**

(xv+ 62 pages; 6 figures; 36 tables; 10 appendixes)

Customer satisfaction is a factor that helps company to stand out of the competition but it is no longer enough to just satisfying the customers, products and services should delight them. When consumers feel satisfied, they will make a repeat purchase and recommend to others to buy at the same place.

Result of service quality given from Front Office staff is related to their performance when serving customers. According to Fandy & Gregorius (2016), explain that service quality contributes significantly to the customer satisfaction.

In this study is focusing on the influence of service quality of front office staff towards customer satisfaction. This research is using convenience sampling for 50 sample picked randomly during the process.

In the validity test all of the statements the  $R_{Total}$  is greater than  $r_{table}$ , which all the questions are valid. In the reliability test, the result indicates the reability of the questionnaire. The coefficient of correlation can be concluded that Service quality has a weak influence to customer satisfaction. The simple linear regression equation:  $Y = 19.571 + 0.423X$ . The result of coefficient of determination is 13.3% of customer satisfaction is influenced by service quality. Therefore, hypothesis alternative is accepted that service quality has influence towards customer satisfaction.

Implementing four fundamental elements to improve service quality is very important, and company also needs to provide more trainings about service quality and focusing on tangibles aspect such as equipment, hotel area, uniform,etc. to improve service quality to delight customers.

**Keywords: Service Quality, Customer Satisfaction**

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