

ABSTRACT

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THE IMPORTANCE OF MAINTAINING SERVICE QUALITY TO MEET GUEST'S SATISFACTION IN FRONT OFFICE DEPARTMENT OF FAVEHOTEL S. PARMAN MEDAN

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Hospitality industry has become the most rapid growth industry nowadays. The rapid growth of hotel leads to tougher competitors as guests started to compare one hotel to the others. With the increasing of competitors, it is important to maintain service quality in order to not disappoint the guests. However, Favehotel S. Parman Medan has bad reviews about the service quality that disappoint the guests. Front Office is the mirror of hotel's quality that will be the first to be judged by the guests when they enter the hotel (Suheri, 2015). Based on Parasuraman (1988) as cited in Shaham (2016), there are five aspects of SERVQUAL to measure service quality which are tangible, reliability, responsiveness, assurance, and empathy. Schiffman & Kanuk (2004) as cited in Shaham (2016) explains guests' satisfaction as the awareness of an individual about the performance of a good or service correlate to their expectations.

The research design used for this research is qualitative method where the writer will analyze the service quality and the importance of maintaining service quality in Front Office Department of Favehotel S. Parman Medan. The purpose is to understand how important service quality in a hotel especially in Front Office Department, the importance of maintaining service quality, and the way in maintaining the service quality in order to meet guests' satisfaction.

Based on the discussion, the result of the research is that service quality is important for hotel especially in the Front Office Department because it determines the satisfaction of guests. It is shown that Favehotel S. Parman Medan do not maintain their service quality in their Front Office Department. In conclusion, it is necessary for hotel to maintain their service quality in Front Office Department. The recommendation for Favehotel S. Parman Medan is to always maintain their service quality in the Front Office Department because it is important in the operation.

Keywords: Hospitality Industry, Hotel, Front Office, Service Quality, Guests' Satisfaction.

Reference: 44