

ABSTRACT

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*The influence of front liner's service quality towards customer satisfaction in
Fairmont Sanur Beach Bali Hotel.*

This thesis is intended to find out the front liner's service quality, especially in the usage of English language and the influence of front liner's service quality in customer satisfaction at Fairmont Sanur Beach Bali hotel. Main theories which are used as references in this thesis are Parasuraman's theory of 5 dimension of service quality and Kotler's definition of customer satisfaction. In this thesis, writer harnesses the research method of descriptive and qualitative. To collect maximum result, writer uses the methods of interview, direct observation, and secondary data retrieval. The result of the secondary data retrieval and direct observation will be analyzed correspondingly based on indicators in which Parasuraman stated on his research based on the 5 dimension of service quality to state whether the current service quality given by the hotel is already satisfying or the opposite. Meanwhile the result of interview will be ciphered in more easily understandable points. Finally, the writer wishes for future researchers to apply different methods and to upkeep the importance of service quality in hotels.

Keywords: Service Quality, Frontliner, Customer, Satisfaction, Fairmont Sanur Beach, Hotel