

**THE IMPACTS OF SERVICE QUALITY ON CUSTOMER SATISFACTION  
IN FRONT OFFICE SECTION AT ARYADUTA HOTEL**



**FINAL REPORT**

**This report is written to fulfill the requirement of final report subject at State  
Polytechnic of Sriwijaya**

**By:**

**Lani Andri Pujama**

**061130900703**

**STATE POLYTECHNIC OF SRIWIJAYA**

**PALEMBANG**

**2014**

**APPROVAL SHEET**

**THE IMPACTS OF SERVICE QUALITY ON CUSTOMER SATISFACTION  
IN FRONT OFFICE SECTION AT ARYADUTA HOTEL**



**By:**

**Lani Andri Pujama**

**061130900703**

**Palembang, July 2014**

**Approved by:**

**First Advisor,**

**Second Advisor,**

**Drs. Zakaria, M.Pd.**

**ID. 196408122000031002**

**Eriza, S.Pd, M.Pd.**

**ID.196205051988032003**

**Acknowledged by:**

**Head of English Department**

**Dra. Tiur Simanjuntak, M.Ed.M**

**ID. 196105071988032001**

**THE IMPACTS OF SERVICE QUALITY ON CUSTOMER SATISFACTION  
IN FRONT OFFICE SECTION AT ARYADUTA HOTEL**

**Final Report**

**By**

**Lani Andri Pujama**

**061130900703**

**Approved by the Examiners Committee,**

**Signature**

**Dra. Evi Agustina Sari, M.Pd.**

**NIP. 196708251993032002**

.....

**Drs. M. Nadjmuddin, M.A**

**NIP. 196209071988031001**

.....

**Dra. Sri Endah K, M.Pd.**

**NIP. 196612191991032002**

.....

**Herman, S.Pd., M.Pd.**

**NIP. 197405162002122001**

.....

**Darminiyanti, S.Pd., MM.**

**NIP. 0414101001**

.....

**STATE POLYTECHNIC OF SRIWIJAYA**

**2014**

## **MOTTO AND DEDICATION**

Never give up, fix mistakes, and keep  
stepping.

This final report is dedicated to:

1. English Department of State Polytechnic Sriwijaya
2. Hotel Aryaduta Palembang
3. My great parents
4. All of the students at English Department of States Polytechnic Sriwijaya
5. Everyone who needs this report

## **PREFACE**

First of all, the writer would like to say thanks to Allah SWT for the blessing the writer, so that the writer can finish the Final Report entitled “The Impact of Service Quality on Customer Satisfaction in Aryaduta Hotel”. This report is written to fulfill the requirement that must be taken in English Department, State Polytechnic of Sriwijaya. This report has been written since may until July 2014. The writer expresses the appreciation to all those who have been involve in written this report, which the writer can not mention one by one. The writer realizes that this final report is still far from being perfect, both of materials and presentation techniques, the lack of knowledge and experience of the writer. Therefore, the writer needs suggestion or comment from all readers. Finally, the writer expects that this report can give advantages and usefulness for the students of English Department at State Polytechnic of Sriwijaya.

Palembang, July 2014

The writer

## ACKNOWLEDGEMENT

During writing this final report, the writer obtained any assistance, contribution, suggestions, advice and support from many people. Therefore, in this opportunity, the writer would like to express his warmest thanks to:

1. Dra. Tiur Simanjuntak M,Ed as a Head of English Department. Thank you for your advice, support, and your time in handling patiently
2. Munaja Rahma, S.Pd., M.Pd as a secretary of English Department of English Department, thanks for all your help and suggestion
3. Drs. Zakaria, M.Pd as first advisor, thank you for all of your suggestion, advise, guidance and especially for your time in helping me to finish my final report
4. Eriza, S.Pd, M.Pd as second advisor, thank you for all of your suggestion, advise, guidance and especially for your time in helping me to finish my final report
5. All of my lecturers in English Department who have given me much knowledge for three (3) years
6. English Department Administrators, Mrs. Lina Agusniar, Mrs, Suwarti and Mr. Nanang
7. My awesome family, my parents, my sister, my brother who had given influences even high spirit during writing this final report
8. My lovely friends in English Department especially in the sixth semester
9. All people who had contributed any assistance in finishing this final report that can not be mentioned one by one

Palembang, July 2014

The writer

**ABSTRACT**  
**THE IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION**  
**IN ARYADUTA HOTEL**

---

**(Lani Andri Pujama, 2014, 16 pages, 9 tables)**

The Purpose of this report is to know the impact of service quality on customer satisfaction in Aryaduta Hotel it was also explained about term of service in Aryaduta Hotel. The data which used in this report are primary and secondary. Primary data is collected through questionnaire and observation in Aryaduta Hotel. For secondary data obtained from books and internet. The result of this report is good enough from guest opinion. Writer suggests that Aryaduta Hotel Always improve the quality of service and human resource. For human resource the way are make a training program for employee and English program for every employee who give service to the guest because many guests are come from other countries. Based on the research it shows that service quality in Aryaduta Hotel is in the good category in many aspect such as reliability, assurance, empathy, and responsive.

## TABLE OF CONTENTS

<b>TITLE SHEET</b> .....	<b>i</b>
<b>APPROVAL SHEET</b> .....	<b>ii</b>
<b>MOTTO AND DEDICATION</b> .....	<b>iii</b>
<b>PREFACE</b> .....	<b>iv</b>
<b>ACKNOWLEDGEMENT</b> .....	<b>v</b>
<b>ABSTRACT</b> .....	<b>vi</b>
<b>TABLE OF CONTENTS</b> .....	<b>vii</b>
<b>LIST OF TABLES</b> .....	<b>ix</b>
<b>CHAPTER I BACKGROUND</b> .....	<b>1</b>
1.1 Background .....	1
1.2 Problem Limitation .....	2
1.3 Problem Formulation .....	2
1.4 Purpose .....	2
1.5 Benefit .....	2
<b>CHAPTER II LITERATUR OVERVIEW</b> .....	<b>3</b>
2.1 Quality of Service .....	3
2.2 Customer Satisfaction .....	6
<b>CHAPTER III RESEARCH METHODOLOGY</b> .....	<b>8</b>
3.1 Method of The Research.....	8
3.2 Technique for Collecting Data .....	8
3.3 Technique for Data Analysis .....	9



<b>CHAPTER IV FINDING AND DISCUSSION .....</b>	<b>10</b>
4.1 Findings .....	10
4.1.1 Observation .....	10
4.1.2 Questionnaire .....	11
4.2 Discussion .....	14
<b>CHAPTER V CONCLUSION AND SUGGESTION .....</b>	<b>16</b>
5.1 Conclusion .....	16
5.2 Suggestion .....	16

**REFERENCES**

**APPENDIXES**

## LIST OF TABLE

<b>Table 1</b> .....	10
<b>Table 2</b> .....	11
<b>Table 3</b> .....	12
<b>Table 4</b> .....	12
<b>Table 5</b> .....	12
<b>Table 6</b> .....	13
<b>Table 7</b> .....	13
<b>Table 8</b> .....	13
<b>Table 9</b> .....	14