

IMPACT OF EMPLOYEE SATISFACTION TOWARD CUSTOMER
SATISFACTION IN THE HOTEL INDUSTRY : OVERVIEW
IN HOTEL X

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

Impact of Employee Satisfaction Toward Customer Satisfaction In The Hotel Industry : Overview in Hotel X

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Employee satisfaction is important in increasing customer satisfaction indirectly. There are a lot of factors that can affect employee satisfaction itself. In addition, those factors have their own value about how much impact do they affect the employee satisfaction. On the other hand, to determining customer satisfaction also need a couple of factors as an indicator for the standard. This thesis aim is to do further study about the impact of employees satisfaction toward customers satisfaction in Hotel X.

In the beginning, the author collected information from the past existed information for the literature review in order to understand the relationship between employees satisfaction and customers satisfaction and also which needs give the highest impact toward employee satisfaction. The primary research that being used by the author is conducting surveys. The population of this research are 857 employees that working in Hotel X and the sample are 90 employees in Hotel X. After that, that collected data will be analyzed and compared with the support of literature review. From the outcome, the conclusion is employees satisfaction give impact toward customers satisfaction. In addition, the impact cause by the increase of employees satisfaction also increase the job performance in which give impact to the experience that customer will get. Moreover, the needs of love and self-esteem give the highest impact toward employee satisfaction.

Keywords: Customer, Employee, Satisfaction, Impact, Service Quality



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DEDICATION

This work is dedicated for my further study and career in the future and also give knowledge for people that needed.



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