

**Analysis of Customer Aggression and Career Development Towards
Service Quality Mediate by Job Satisfaction: Case Study of 5-Star
Hotel in Jakarta - Bali**

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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

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The service quality of hotel determines the satisfaction of the customer and their decision to revisit the establishment, this remains the concern for the managers and human resource department regarding the employee quality. As the employees are the heart of this service industry, and low job satisfaction will result in low quality service. This can be observed from couple phenomena such as facing rude customer daily and their expectation of career growth in current company. This study collected response from 5-star hotel employees who engage with customer daily in Jakarta and Bali due to being the cities with the most starred hotel and the potential growth of hotel industry. This study is conducted in descriptive research using quantitative method with 111 respondents. The finding shows that customer aggression, career development, and job satisfaction contributes 77,2% toward the service quality with customer aggression has the largest influence at 24,8%. This concludes that the managerial implication and future research to be more concerned regarding the employee emotional state and the reward benefiting them.

Keywords: Customer Aggression, Career Development, Job satisfaction, Service Quality.



DEDICATION

I dedicate this paper to my family;

who constantly encouraging and believe in me.

You've did it, you've reach this point!



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During the process of conducting this research was nothing but a challenge for my academic pursue. These 4 months were definitely one of the most challenging moment I've been through in my life, there are times when I feel things don't work as it should be, racking my brains on how to finish this paper, but in the end I've managed to finish this research which I'll remember this sense of accomplishment for the rest of my life. Although, reaching this point does not come from, which I would like to express my gratitude to the people who are involved in this research which is shown below:

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