

**THE IMPACT OF SERVICE CLIMATE TOWARDS
SERVICE-ORIENTED ORGANIZATIONAL CITIZENSHIP BEHAVIOUR
OF FRONT-LINERS IN 5 STAR HOTELS IN JAKARTA**

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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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Higher classified hotels are expected to offer superior customer value through better service quality and facilities as compared to lower classified ones. However, not every employees willing to do so. If employees especially front-liners wish to gain reward from customers such as revisits or a g reputation, they must engage in more service behaviour that benefit customer. One of the way is to established service climate. Service climate covered 3 dimensions which are customer orientation, work facilitation, and managerial support. The questionnaires aim to measure the impact of service climate towards service-oriented organizational citizenship behaviour of front-liners in 5 star hotels in Jakarta by distributing to 127 front-liners in 5 star hotels in Jakarta. However, only 100 that meets the requirement and can be analysed. Based on the result of SPSS test using simple regression analysis technique, it can be concluded that service climate has a 45% impact towards service-oriented organizational citizenship behaviour of front-liners in 5 star hotels in Jakarta. With that being said, H_1 is accepted, while, H_0 is rejected. Several recommendations for hotels are to provide guest's comment card, conduct touch base meeting, deliver genuine recognition, and evaluation for managers' performances.

Keywords: service climate, service-oriented organizational citizenship behaviour, front-liners, 5 star hotel



DEDICATION

I dedicate this works for my family, thesis advisor, and friends for the endless support given in any form.



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