

**IMPROVING GUEST SERVICE CONSISTENCY THROUGH  
COORDINATION IMPROVEMENT AND PSYCHOLOGICAL SUPPORT  
AT XYZ HOTEL**

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HOTEL AND TOURISM MANAGEMENT  
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**STATEMENT BY THE AUTHOR**

I hereby declare that this thesis is the result of my own work. To the best of my knowledge, it does not contain any material previously published or written by another person, nor any material that has been submitted for the award of any other degree or qualification at any educational institution, except where proper acknowledgment has been made in the thesis.

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## ABSTRACT

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This study investigates the factors influencing service consistency among frontliner at XYZ Hotel, with a focus on psychological demands and service gaps. In the highly competitive hospitality industry, frontline employees play a crucial role in maintaining guest satisfaction through consistent and responsive service delivery. However, internal observations at the hotel revealed recurring issues such as emotional pressure, unclear task assignments, slow coordination, and inconsistent information flow, which may affect service consistency.

This research uses a qualitative descriptive approach and a survey method with 99 respondents selected through purposive sampling. The data were collected using a structured questionnaire measured with a five-point Likert scale and analyzed using SPSS. The analysis techniques included validity and reliability tests, descriptive statistics, normality testing, multicollinearity testing, and multiple linear regression to examine the effects of psychological demands and service gaps on service consistency.

The findings indicate that both psychological demands and service gaps significantly affect service consistency at XYZ Hotel. However, service gaps have a greater impact, indicating that coordination and communication issues are the main challenges in delivering service consistency.

Based on these findings, the study recommends improving interdepartmental coordination through clearer communication procedures, standardized shift handovers, and a more efficient shared update system. It also suggests managing employee workload and well-being can help reduce work-related pressure and support more consistent guest service. Overall, the study highlights service consistency depends on both effective operational practices and employee well-being.

*Keywords: psychological demands, service gaps, service consistency, Frontliner, hospitality management*

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## **DEDICATION**

This thesis is dedicated to my family, for their endless love, prayers, support, and patience throughout this journey. To my friends, thank you for the encouragement, laughter, and motivation that helped me stay strong in every step of the process. And to everyone who has supported me in times of struggle, your kindness and presence have meant so much and made this journey more meaningful.

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