

Improving the quality of service competency frontliner Hotel X

By

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BACHELOR'S DEGREE
in

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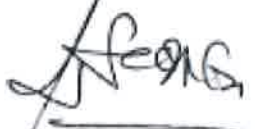
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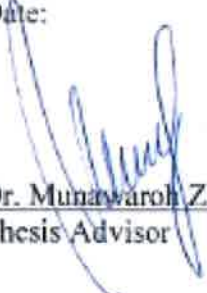
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ABSTRACT

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Competency is a human resources management tool that increases potential and capability in the business competition.

Underlying competencies—such as motives, traits, and self-concept—represent deep psychological characteristics that influence individual behavior. These hidden competencies affect the development and application of visible competencies, including knowledge and skills. In service-based industries, particularly hospitality, visible competencies directly influence employee performance and service delivery behaviors.

The research results indicate that organizations need to pay more attention to developing employee self-concept, as it has been shown to be the most dominant factor in improving skills and knowledge. Furthermore, the interviews also revealed that individual characteristics such as discipline, responsibility, consistency, and the ability to work collaboratively were supporting factors in improving work skills and knowledge.

Keywords : Competency, potential, performance, service delivery

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DEDICATION

I dedicate this works for the future of the hospitality industry



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