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Choirunnisa Ramadhani  
Prodi Pendidikan Bahasa Inggris

**COMMUNICATION STRATEGIES IN DELIVERING EXCELLENT SERVICE  
: A CASE STUDY OF VERBAL AND NON -VERBAL COMMUNICATION  
AT ASTON INN BATU**

**THESIS**



**ENGLISH LANGUAGE EDUCATION DEPARTMENT  
FACULTY OF TEACHER AND TRAINING EDUCATION  
UNIVERSITY OF MUHAMMADIYAH MALANG**

**2026**

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**THESIS**

This thesis is submitted to meet one of the requirements to achieve Bachelor  
Degree in English Language Education



**By:**

**Choirunnisa Ramadhani**

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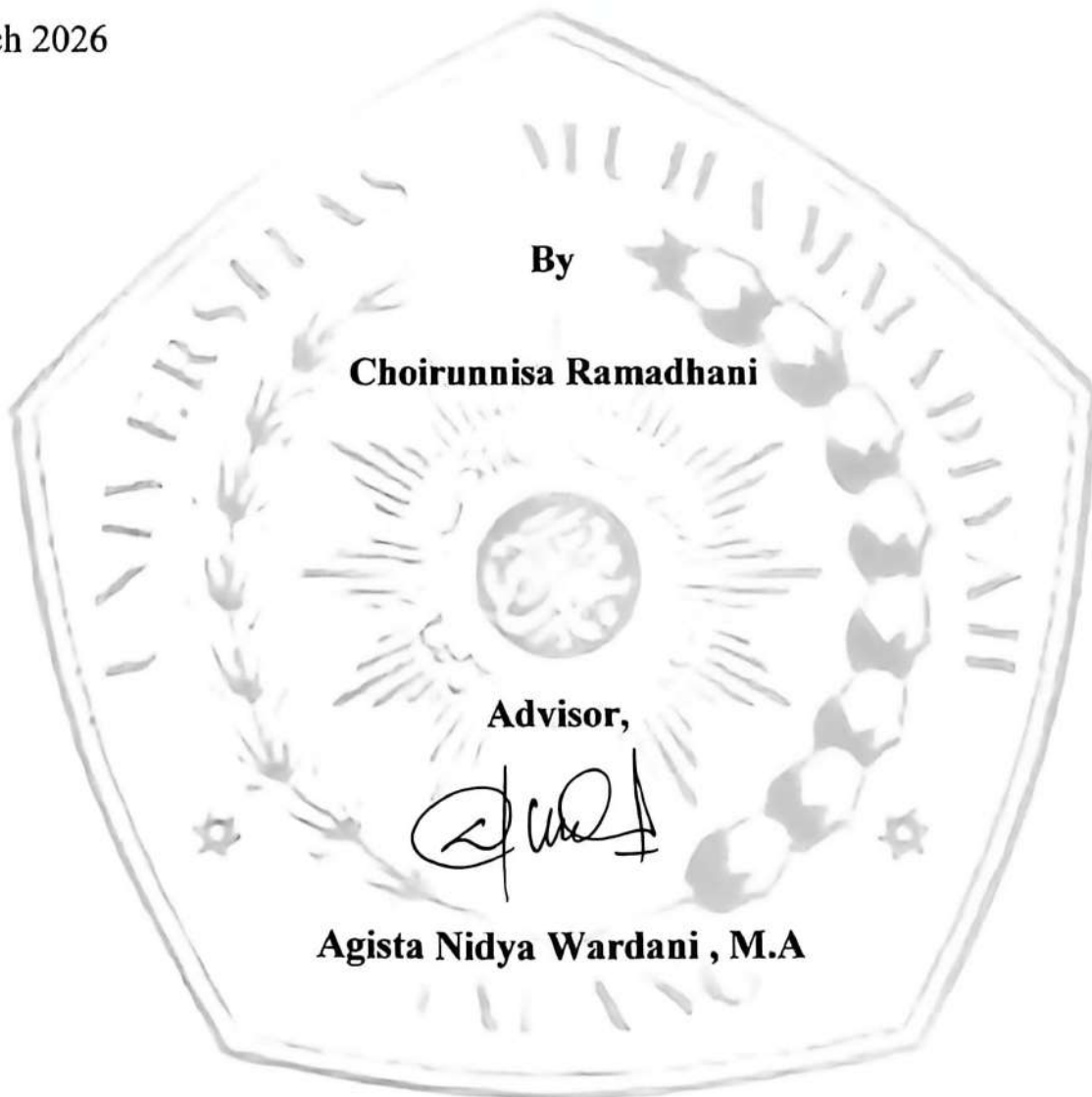
**2026**

**APPROVAL PAGE**

**THESIS**

Communication Strategies in Delivering Excellent Service: A Case Study of Verbal and Non-Verbal Communication at Aston Inn Batu.

This thesis was written by Choirunnisa Ramadhani and was approved on 30 March 2026



## LEGALIZATION PAGE

This thesis was defended in front of the examiners of the Faculty of Teacher Training and Education of University Muhammadiyah Malang and accepted as one of the requirements to achieve Bachelor's Degree in English Language Education on 12 April 2026

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Agista Nidya Wardani, M.A

## MOTTO AND DEDICATION

### MOTTO

“Being myself in a world that constantly tries to turn me into someone else is my greatest achievement.”

### DEDICATION

“This thesis is dedicated to my family and friends, who have always supported me. Thank you for your understanding and encouragement. And to myself, thank you for persevering and not giving up.”



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## STATEMENT OF WORK'S ORIGINALITY

I hereby declare that this undergraduate thesis entitled "Communication Strategies in Delivering Excellent Service: A Case Study of Verbal and Non-Verbal Communication at Aston Inn Batu" is my own work and has not been submitted for any degree or diploma at any other university or institution.

To the best of my knowledge, this thesis does not contain any material previously published or written by another person, except where due reference is made in the text.

Malang, 20<sup>th</sup> April 2026



(Choirunnisa Ramadhani)



## ABSTRACT

This study investigates the communication strategies employed by Food & Beverage (F&B) staff at Aston Inn Batu in delivering excellent service, with a specific focus on the use of verbal and non-verbal communication. The primary aim is to examine how these communication strategies contribute to service quality and guest satisfaction within a mid-scale hotel setting. A descriptive qualitative approach was used, with data collected through participant observation, in-depth interviews with F&B supervisors and the department manager, and review of daily operational documents. The findings show that verbal and non-verbal communication strategies are both central to how guests at Aston Inn Batu perceive service quality. Verbal strategies including polite greetings, active listening, empathetic responses during complaint handling, and proactive information-sharing were consistently applied by staff. Non-verbal strategies such as sustained eye contact, genuine smiling, open body posture, and appropriate gestures were equally important, particularly during high-pressure moments. The combination of these two channels, reinforced through the hotel's SOPs and everyday experience, proved to be the defining characteristic of service excellence in this setting. Based on these findings, the hotel is encouraged to strengthen communication focused training and develop clear guidelines for both verbal and non-verbal interaction standards.

**Keywords: Verbal Communication, Non-Verbal Communication, Excellent Service, F&B Service, Guest Satisfaction.**

**Advisor**



**(Agista Nidya Wardani, M.A.)**

**The Researcher**



**(Choirunnisa Ramadhani)**

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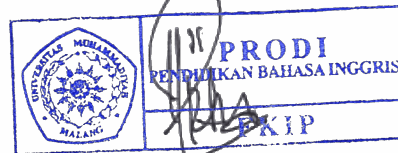
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