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Dewi Hannah Indranastiti  
Prodi Pendidikan Bahasa Inggris

**HUMAN RESOURCE DEVELOPMENT (HRD) STAFF PERCEPTIONS  
OF CULTURAL DIVERSITY ON SERVICE QUALITY  
AT ASTON INN HOTEL**

**THESIS**



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

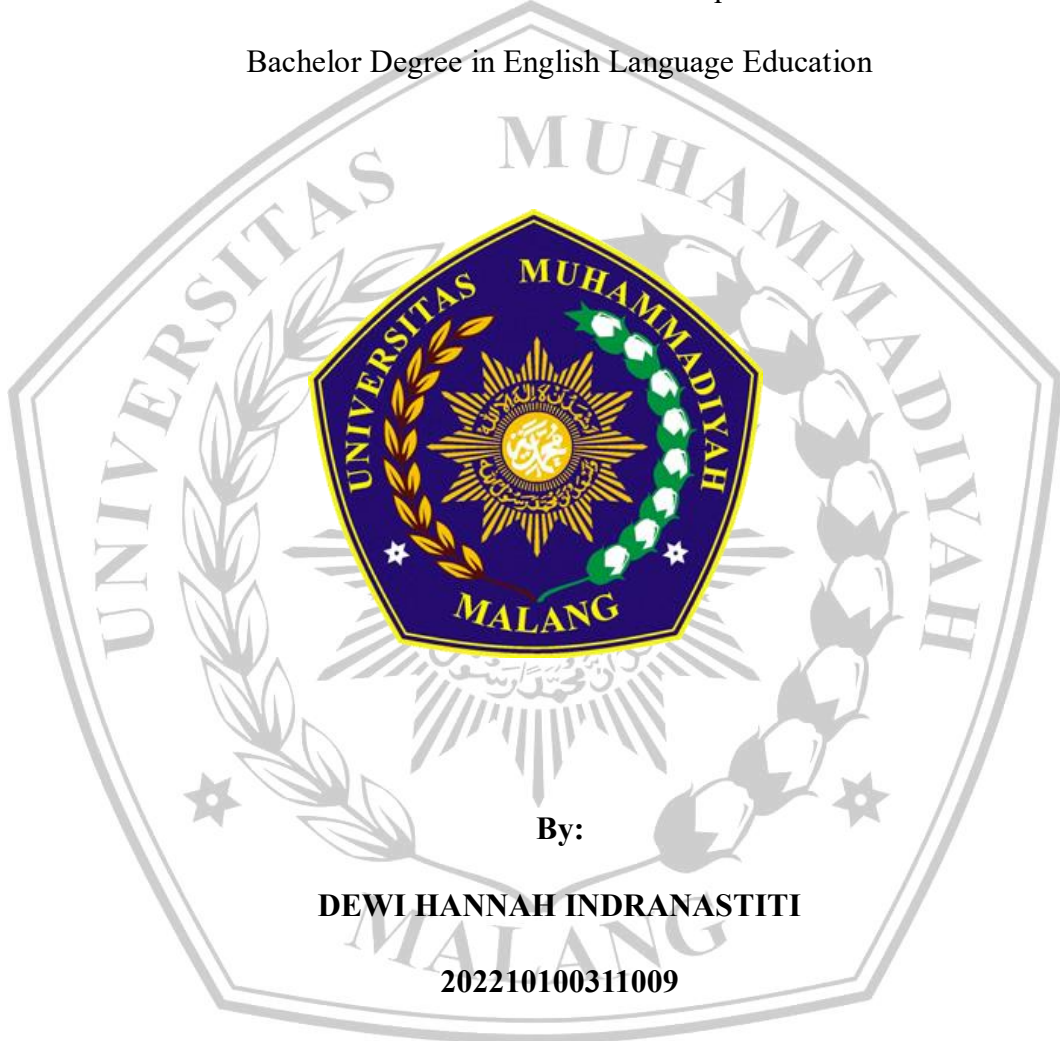
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**THESIS**

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



**By:**

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Triastama Wiraatmaja, S.S., M.Si.

## MOTTO AND DEDICATION

### MOTTO

“You’ll shine someday.”

- Blackpink

### DEDICATION

This thesis is dedicated to:

1. My beloved father, Ken Indrarta,
2. My beloved mother, Sulaidawati,
3. My beloved extended family members,

who have continuously provided unconditional love, sincere prayers, and unwavering support, and who have been my greatest source of strength and motivation in completing this thesis.

## AUTHOR'S DECLARATION OF ORIGINALITY

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I hereby declare that:

1. This final project "Human Resource Development (HRD) Staff Perceptions of Cultural Diversity on Service Quality at Aston Inn Hotel", in the form of a journal article, is my own work. This final project manuscript does not contain any scientific work that has been submitted by others to obtain an academic degree at a university, nor does it contain any work or opinions that have been written or published by others, either in part or in whole, except those that are quoted in writing in this manuscript and mentioned in the sources or bibliography.
2. If it proven that there are elements of plagiarism in this final project manuscript, I am willing to have this final project revoked and the academic degree I have obtained canceled, and to be processed in accordance with applicable laws.
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Malang, 17 April 2026



Dewi Hannah Indranastiti

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The writer also extends sincere thanks to Aston Inn Hotel Batu for kindly allowing the researcher to conduct the research and collect the required data. The cooperation and clear, informative responses provided were greatly beneficial to this study.

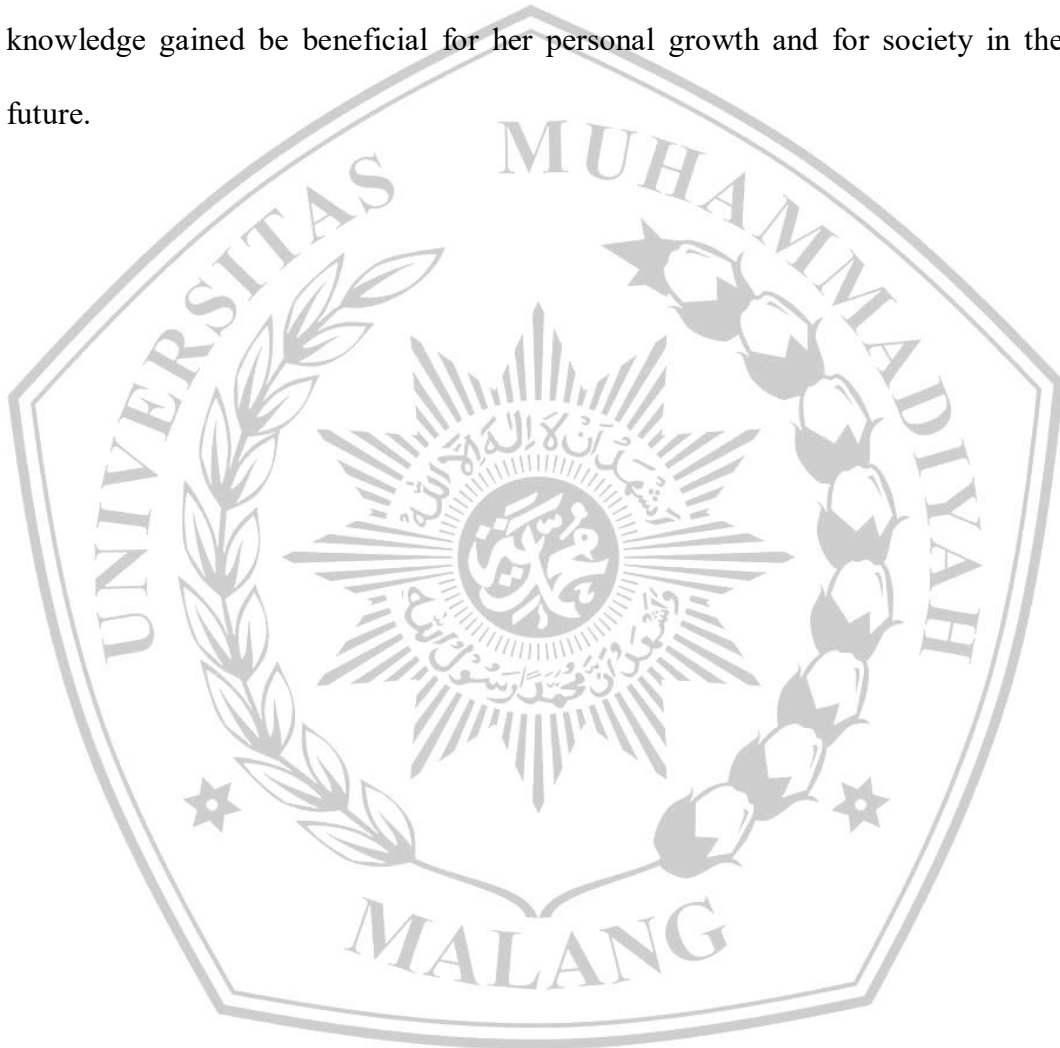
Heartfelt gratitude is extended to the writer's beloved parents for their continuous support, prayers, and sacrifices. Through their encouragement, the writer was able to pursue higher education smoothly. This thesis is dedicated to them as a token of appreciation for their hard work and unconditional love.

The writer would also like to express sincere appreciation to the writer's boyfriend for patience, understanding, and willingness to provide valuable advice and constructive solutions throughout the research process.

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**HUMAN RESOURCE DEVELOPMENT (HRD) STAFF PERCEPTIONS  
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**ABSTRACT**

The Center of Excellence (CoE) program at Universitas Muhammadiyah Malang was established to prepare millennial students for the professional workforce by developing both soft skills and hard skills, particularly in the hospitality industry. This study aims to examine the perceptions of Human Resource Development Manager (HRD) staff regarding cultural diversity and its influence on service quality at Aston Inn Hotel Batu. The research employed observation and interview methods to collect data. The findings indicate that cultural diversity among employees contributes positively to service quality when effectively managed by HRD, as it enhances employee professionalism and improves overall guest satisfaction.

*Keyword: Center of Excellent, Human Resource Development (HRD), Cultural Diversity, Aston Inn Hotel Batu*

Advisor,



Triastama Wiraatmaja, S.S., M.Si.

The Researcher,



Dewi Hannah Indranastiti

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Koordinator Plagiasi Program Studi Pendidikan Bahasa Inggris FKIP UMM menyatakan bahwa:

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Malang, 16 Januari 2026

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