



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Upaya Peningkatan Kualitas Pelayanan Menggunakan  
Pendekatan Service Map**

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**PROGRAM STUDI S1 PARIWISATA**

**UNIVERSITAS PRASETIYA MULYA**

**JAKARTA, 2023**



**UNIVERSITAS  
PRASETIYA MULYA**

**FINAL PROJECT**

(Project Improvement)

**Efforts to Improve the Quality of Service Using Service  
Map Approach**

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**UNDERGRADUATE OF TOURISM PROGRAM**

**HOSPITALITY BUSINESS CONCENTRATION**

**UNIVERSITAS PRASETIYA MULYA**

**JAKARTA, 2023**