

## **Abstract**

AGUNG HADI SAPUTRA, *Working Environment, Product Knowledge, Motivation and the Performance of the Front-Liners of TELKOMSEL Service Centre.* (on the aegis of Prof Dr. Tumari Jatileksono, MA)

Grapari is a Office of services centre which provides any customer services, such as complain, product information, an also after sales services for all Customer Telkomsel Products

The research aims at thoroughly observing the influence of working environment, product knowledge and motivation on the performance of the front-liners and finding which of those variables has the most prominent effect on the performance of 140 front-liners by conducting purposive sampling.

On this research is the analysis of multiple Linear to test the influence of work envirointment variabel,product knowledge and motivation on performance this research using purposive sampling technique

The Research result show a work environment,product knowledge and motivation have a positive influence and significant on Frontliners performance and in this study found that the motivation has dominan influence on performance of frontliner followed by product knowledge and work environment