**THE IMPACTS OF SIX PRINCIPLES OF SERVICE EXCELLENCE
TOWARDS GUEST SATISFACTION AT SEPA ISLAND**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

THE IMPACT OF SIX PRINCIPLES OF SERVICE EXCELLENCE TOWARD GUEST SATISFACTION IN SEPA ISLAND

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Hospitality industry is one of the rapidly growing businesses nowadays. Service excellence will always take a part in order to make the hospitality industry running and keep on growing and guest satisfaction is one of the main targets of a hospitality industry to accomplish and giving the best experience to the guests who visit their property. Therefore, first impression is very important in order to make the hospitality business succeed. Guest satisfaction can be reach by maximizing the service quality, product quality, a good value for money, making sure the condition and situation of the property is well, and make sure that anything that the guest might need can be fulfilled inside the property. However, this research only will discuss about the service quality that the company provide that might affect the guest satisfaction. The main background of this research is to find out is service excellence impact guest satisfaction because, according to tripadvisor.com, the guests who visit Sepa Island were not satisfied with the service provided. Therefore, this research will clarify the service problem in Sepa Island. The author will use IBM SPSS version 20 software and simple linear regression method, 85 samples were taken from Sepa Island, Thousand Island, Indonesia. After conducting all test required; validity test and reliability test, classical assumption test, simple linear regression test, it is proved that service excellence does impact the guest satisfaction. The rank of each indicators of service excellence also being tested by using chi-square test and it is proven that ability of the employee contribute the most in affecting the guest satisfaction in Sepa Island. Thus, it is very important for the company in order to maximizing the service excellence to ensure that the guest who stays at Sepa Island will be satisfied with the service provided.

Keywords: Service Excellence, Guest Satisfaction, Sepa Island, Hospitality

DEDICATION

I dedicate this this to my parents who always supporting me through their prayers, motivation, and permission to make this thesis.

I also dedicate this thesis to my friends who always supporting and accompanying me throughout the whole process of making this thesis.

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Lastly I dedicate this thesis to my beloved country, Indonesia.

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