

CHAPTER 1 - INTRODUCTION

1.1 Background

For a hospitality company, it is important to make the guest satisfied with the service given. There are six principles of service excellence that a hospitality company should follow to make guests satisfied with the service given. Those six things are attitude, attention, action, ability, appearance, accountability (Nadzaria, 2014).

The products that the company serve are important to make the guest satisfied and not complaining. However, customer services that a company performs are more important than the product (Dennis, 2008) that the company provide. Service that the company provide to the guest will be their first impression and will be the perception by seeing and feeling the six principals of service excellence that the company perform from the guest to the company, and the service provided will remain in the customer's mind for long after the product that they purchased has run its course (Dennis, 2008). Guest satisfaction on the other hand can be defined into, the consideration of whether or not the customer will return to the hotel or to advertise it to other tourist. This is pivotal to the success of the hospitality business. Guests that are served in the hotel might consider advertising the company if they receive quality service (Guzzo, 2010).

Good service needed for every hotel and resort including Sepa Island. Based on reviews from trip advisors for Sepa Island, most guests criticize and dissatisfied for the service that the employee deliver to the guests. The study is performed in Sepa Island beach Resort, Pulau Seribu, North Jakarta which is different from the regular hotels which are located on the mainland.

The main purpose of this research is to find out wheter service excellence impacts the guest satisfaction or not. In the end of the research, the author would like to find out which of the six principals of service excellence impact the guest satisfaction in a very relaxed and remote place like Sepa Island.

Based on comments and criticisms on www.tripadvisor.com from the guest who have visited Sepa Island, a variety of comments are found regarding the service on this island. Therefore, this topic is very interesting to proceed and to find out how good is the service excellence is on Sepa Island.

1.2 Research Problems

1. Most of the employees are villager who does not know about service excellence. Hence, this must be proven because it is not yet defined.
2. According to guest experiences on tripadvisor.com, the service from Sepa Island is not satisfying.

1.3 Research Objectives

1. To find out the impacts of service excellence towards guest satisfaction at Sepa Island.
2. To find out which principle of service excellence have the biggest impact towards guest satisfaction at Sepa Island.
3. To find out the relationship between service excellence and guest satisfaction in Sepa Island

1.4 Significance of Study

The study is significant for four reasons.

1. Since there are so many guest complaints regarding the service in Sepa Island but guests are still saying that they will return to this island.
2. This study offered the clarification of the real service problem happening in Sepa Island
3. This study is significant for the management of the resort in Sepa Island because this research might fix their service problem
4. This research is significant for the employee because, they will understand about service excellence after this research.

1.5 Research Questions

Q1: Does service excellence impact the guest satisfaction in Sepa Island?

1.6 Hypothesis

Ho: Service excellence does not has impact on the satisfaction on guest Sepa Island

H1: Service excellence have impacts toward satisfaction of the guests in Sepa Island

1.7 Scope of Study

This research involves the study of service excellence and guest satisfaction. The primary data will be gathered through questionnaires that will be distributed at Sepa Island in May for the guests who stay at least one night in the resort.

