

CHAPTER 5 - CONCLUSION AND RECOMMENDATION

5.1 Conclusion

As discussed in chapter one, the purpose of this research is to find out the impact of service excellence toward guest satisfaction, and also to find out which indicator of the service excellence according to Nadzaria contributes the most significant impact towards the guest satisfaction for the guest who stays at Sepa Island. After this research has been conducted, the author can conclude that:

1. There is an impact from service excellence toward guest satisfaction in Sepa Island. H1 is accepted which means service excellence has impact toward guest satisfaction in Sepa Island.
2. Based on the result from the test conducted in chapter four, service excellence has impacts toward the guest satisfaction. Service excellence impacts the guest satisfaction for 40%. From this result it can be concluded that that the H1 of this research is accepted. Service excellence have impacts toward the satisfaction of the guests in Sepa Island.
3. Based on the result from the chi-square test, Ability has the highest rank in impacting the guest satisfaction in Sepa Island by 40.5%. It means, Ability has the most significant impact to satisfy the guest who stayed in Sepa Island over the other indicators from service excellence.

5.2 Recommendation

This subchapter will be defied into two parts. The first part will discuss the recommendation for the future research for the next researcher who interested to conduct a research discussing about other variables that impact the guest satisfaction. The second part will discuss about the recommendation for the managerial implication that might improve the performance of the employee and maximizing the satisfaction of the guests who stays at Sepa Island.

5.2.1 Recommendation for Future Research

The author recommend the next researcher who wants to continue this study to discuss about the other variable from guest satisfaction because, the result of this research indicate that the service excellence theory by Nadzaria only effect 40% toward the guest satisfaction in Sepa Island.

The other 60% might not be coming from the service part to impact the guest satisfaction. Hence, the next researcher could discuss other variable that impact the guest satisfaction.

Other than that, for any researcher who wants to continue this study could use similar topics to research about another resort in the Thousand Island, Jakarta because, there are some other resorts that might have not researched yet about the service quality. The indicators of this research could be used to conduct the next research and in the end, the result of the research can be compared in order to make the service quality in the resorts of Thousand Island better.

5.2.2 Recommendation for Managerial Implication

After this research is conducted in Sepa Island, the author suggest that the result from the questionnaire is used to become one of the consideration to make the service that is conducted by the employee of Sepa Island better. The author suggest to conduct service training to the employees theoretically to ensure that they understand the essence of service. And eventually, employees might enjoy to serve the guest even more. Other than that, the author suggested to increase the performance from some indicator of service excellence that will impact the guest satisfaction. By looking at the result from rank of indicator various test in chapter four, attention from the employee have to be increased to make sure that the guest will be more satisfied with the service performed by the employee of Sepa Island because, attention has the lowest rank from other indicators of service excellence by 11.6%. By giving more training to the employees from the executives of Sepa Island, the attention of the employee could be increased to ensure the guest satisfaction is increasing as well. Another way to increase the attention of the employees is by sending some employees to another resort that has better service than Sepa Island. By doing this, the employees will know what it feels like to be a guest and how the employees of other resort giving attention to them.