

**THE FACTORS OF GUEST SATISFACTION LINKED TO CUSTOMER
LOYALTY
CASE STUDY : THE SAKALA HOTEL BALI**

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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 FACTORS AFFECTING GUEST SATISFACTION LINKED TO LOYALTY. CASE STUDY: THE SAKALA HOTEL BALI

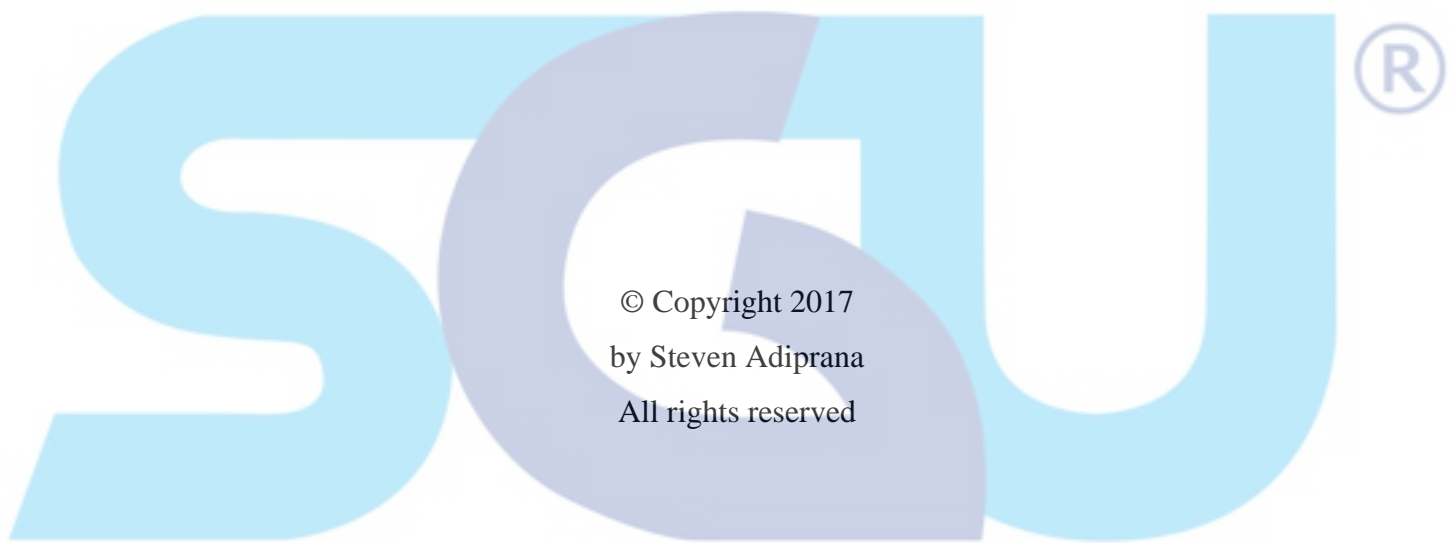
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Business and hotel management is a large and most wanted industry in developing country. Although this business is huge in case of development and occupancy, there are always hotel that lack in occupancy with no reason of low quality of product and services they served. In other word, there are some hotel that already prepared in the business and knowledge about guest satisfaction in order to have a high profit. But they will still have difficulties in getting their customer attention. This dissertation will or may recommend, without pro and contra in any statement or study over another. The meaning of this thesis is to learn about or how to analyze critically about a literature review of a statement within each other and compare it with the practical situation in the real world with the positive rewards of producing a recommendation that may be useful for industries to see from the perception of their customer variation factors of satisfaction and variation factors of reason for guest to be loyal towards the industry. In future of this study it may also have an impact towards occupancy rate in hotel industry and loyal customer with loyalty program in over a long term. This dissertation was done and edited in Indonesia June 18, 2017, take sample and will help mostly towards leisure and coastal touristic area or Island with strong cultural background of society, and similarly looks like Bali Island. Any future study and recommendation regarding this dissertation are well accepted toward improvements.



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DEDICATION

I dedicate this works for the future development In Hotel industry in Indonesia



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