

ABSTRAK

Norma Komala Sari, 1000273, “Upaya Menciptakan *Customer Delight* Melalui *Service Excellence* Hotel Santika Siligita Nusa Dua Bali” (Survey Pada Tamu SIP *Member* yang Menginap di Hotel Santika Siligita Nusa Dua Bali). Dibawah bimbingan Dr. Lili Adi Wibowo, S.sos., S.Pd., MM dan Oce Ridwanudin, SE., MM.

Pertumbuhan pariwisata dunia yang terus mengalami peningkatan, berdampak pada pertumbuhan kunjungan wisatawan mancanegara (*wisman*) ke Indonesia dan berdampak pula pada pertumbuhan sektor pariwisata di Indonesia khususnya dalam industri perhotelan. Salah satu daerah di Indonesia yang paling banyak dikunjungi wisman adalah Bali. Seiring dengan bertambahnya jumlah wisman di Bali, jumlah komodasi yang tersedia di Bali terus mengalami peningkatan setiap tahunnya. Lonjakan kunjungan wisatawan asing ke Bali pada tahun 2013 tidak berdampak pada Tingkat Penghunian Kamar (TPK) hotel, menilai fenomena ini tidak lepas dari tidak terkontrolnya penambahan kamar di Bali. Jumlah wisman mengalami kenaikan, namun TPK hotel mengalami penurunan. Nusa Dua merupakan daerah yang cukup banyak mengalami pertumbuhan hotel-hotel baru, salah satunya adalah Hotel Santika Siligita Nusa Dua Bali. Fenomena tersebut membuat pihak hotel berfokus pada penerapan *service excellence* yang menjadi poin penting untuk mempertahankan tamu tidak berpindah ke pesaing (*switching*) adalah dengan membuat tamu merasa senang (*customer delight*) dengan kinerja yang didapatkan. Penelitian ini bertujuan untuk mengetahui gambaran *service excellence*, gambaran *customer delight* dan pengaruh *service excellence* terhadap *customer delight*. Didukung oleh premis yang dikemukakan oleh Edvardsson dan Enquist (2011:56) dalam Mathias Gouthier (2012:448) “*Service excellence refers to the provision of good quality services through the management system, exceeding customer expectations, to produce not only customer satisfaction but also customer delight and customer loyalty*”. Objek dalam penelitian ini adalah tamu SIP *member* Hotel Santika Siligita Nusa Dua Bali. Sampel yang diteliti sejumlah 100 responden. Teknik analisis yang digunakan yaitu regresi linear sederhana dibantu dengan SPSS 20.0 *for windows*. Hasil penelitian menunjukkan bahwa *service excellence* memiliki pengaruh yang positif terhadap *customer delight* di Hotel Santika Siligita Nusa Dua Bali.

Kata kunci: *service excellence, customer delight*

ABSTRACT

Norma Komala Sari, 1000273, "The Effort To Create Customer Delight Through Service Excellence Hotel SantikaSiligita Nusa Dua Bali" (Survey On SIP Member Guests Who Stayed In Hotel SantikaSiligita Nusa Dua Bali). Under the guidance of Dr. LiliAdiWibowo, s. sos., s. Pd., MM and Océ Ridwanudin, SE., MM.

World tourism growth that continues to experience increased, impacting on the growth of visits of foreign tourists (wisman) to Indonesia and have an impact on the growth of the tourism sector in Indonesia particularly in the hospitality industry. One of the areas most visited by foreign tourists in Indonesia is Bali. Along with the increase of the number of foreign tourists in Bali, the amount of the available accommodations in Bali continues to increase every year. A surge in foreign tourist visits to Bali in 2013 does not have an impact on the level of room occupancy of the hotel, assessing this phenomenon cannot be separated from the uncontrolled expansion of the hotels in Bali. The amount of foreign tourists is increase, but hotels occupancy is decreased. Nusa Dua is an area which is quite a lot of experience a growth of new hotels, one of which is the Hotel SantikaSiligita Nusa Dua Bali. Such phenomena make the hotel focuses on the application of service excellence that become important points to preserve the guest does not switch to a competitor is to make guests feel happy (customer delight) and the performance is obtained. This research aims to know the description of service excellence, customer delight and influence of service excellence through customer delight. Supported by the premise propounded by Edvardsson and Enquist (2011: 56) in Mathias Gouthier (2012: 448) "Service excellence refers to the provision of good quality services through the management system, exceeding customer expectations, to produce not only customer satisfaction but also customer delight and customer loyalty". The object in this research is guests SIP member of the Hotel SantikaSiligita Nusa Dua Bali. Samples researched a number of 100 respondents. Analytical techniques used in simple linear regression is helped by SPSS 20.0 for windows. Research results indicate that service excellence has a positive influence on customer delight in the Hotel SantikaSiligita Nusa Dua Bali.

Keywords: service excellence, customer delight