

ABSTRAK

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PENGARUH *SERVICE INNOVATION CAPABILITY, MARKETING AND BRAND COMMUNICATION* TERHADAP *SERVICE EXCELLENCE* DAN *HOTEL PERFORMANCE* DARI PERSPEKTIF KONSUMEN

(xv + 156 halaman; 9 gambar; 29 tabel; 2 lampiran)

Sebelum pandemi Covid-19 menyerang, persaingan industri hotel di Indonesia sungguh ketat karena Indonesia terus didatangi oleh wisatawan dari berbagai negara. Oleh sebab itu, berbagai hotel terus melakukan berbagai upaya untuk dapat menarik perhatian tamunya. Penelitian ini membahas bagaimana pengaruh dari *service innovation capability, marketing and brand communication* terhadap *service excellence* dan *hotel performance* dari perspektif konsumen. Data dikumpulkan dengan menyebarkan kuesioner melalui Google form. Jumlah sampel adalah sebanyak 408 responden yang merupakan tamu hotel bintang tiga hingga lima di Indonesia sebelum tahun 2020. Data yang diperoleh diolah dengan program SmartPLS 3.0. Untuk dapat menarik perhatian tamu dan unggul di industri perhotelan, penting untuk memiliki *service innovation capability* yang dapat memenuhi kebutuhan tamunya, dan didukung dengan melakukan *marketing and brand communication* yang dapat menimbulkan minat beli calon tamunya. Kemudian, layanan baru harus dapat didukung dengan *service excellence*. Tamu hotel akan puas apabila pelayanan yang diberikan melebihi ekspektasinya. Hotel yang memiliki *hotel performance* yang baik adalah hotel yang memiliki layanan baru yang bernilai. Dengan begitu, dapat disimpulkan bahwa *service innovation capability, marketing and brand communication* memiliki pengaruh terhadap *service excellence* dan *hotel performance*. Hasil dari penelitian ini diharapkan dapat membantu industri perhotelan dalam meningkatkan performanya dan unggul dalam bersaing di industrinya.

Kata kunci: *service innovation capability, marketing, service excellence, hotel performance*

Referensi: 85 (2000 – 2020)

ABSTRACT

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CUSTOMER PERSPECTIVE: LINKING SERVICE INNOVATION CAPABILITY, MARKETING AND BRAND COMMUNICATION ON SERVICE EXCELLENCE AND HOTEL PERFORMANCE

(xv + 156 pages; 9 pictures; 29 tables; 2 attachments)

Before the Covid-19 pandemic occurred, competition for the hotel industry in Indonesia was very tight because Indonesia visited by a lot of tourists. Therefore, various hotels continue to make various efforts to attract attention. This study discusses how the influence of service innovation capabilities, marketing and brand communication on service excellence and hotel performance from consumer perspective. Data were collected by questionnaire via Google form. The number of samples was 408 respondents who were the guests of three-to-five-star hotels in Indonesia before 2020. The data obtained were processed with the SmartPLS 3.0 program. To be able to compete in the hospitality industry, it is important for hotels to have service innovation capabilities that can meet their customer needs and do a marketing and brand communication that can generate purchase interest. Then, new services must be supported by service excellence. Hotel guests will be satisfied if the services provided exceed their expectations. Hotels that have good performance are hotels that have valuable services. Therefore, the service innovation capability, marketing and brand communication has an influence on service excellence and hotel performance. The results of this study are expected to help the hotel industry improve its performance and competing in the industry.

Keywords: service innovation capability, marketing, service excellence, hotel performance

Reference: 85 (2000 – 2020)