

# ABSTRACT

CRYSANI MUTIARA

03013200018

## THE MEDIATING ROLE OF WORK ENGAGEMENT BETWEEN SERVICE RECOVERY AWARENESS AND EMPLOYEE EMPOWERMENT ON SERVICE RECOVERY PERFORMANCE AT THE RITZ-CARLTON BALI

*(xiv + 86 pages; 7 figures; 32 tables; 13 appendixes)*

The luxury hospitality industry is evolving as guests now seek more than just impeccable service; they desire personalized, seamless experiences that exceed expectations. At The Ritz-Carlton Bali, service recovery performance has faced challenges, as demonstrated by instances of guest dissatisfaction and negative reviews when recovery efforts fall short. These shortcomings highlight the critical nature of effective service recovery mechanisms in maintaining guest satisfaction and loyalty. Service failures, when not addressed adequately, can undermine brand reputation and competitive positioning. This research examines the influence of service recovery awareness (SRA) and employee empowerment (EE) on service recovery performance (SRP) through work engagement (WE) at The Ritz-Carlton Bali. A quantitative approach was used to interpret numerical results, collecting data via Google Forms questionnaire from population of 1,000 employees. Purposive sampling and the “10 times rule” of PLS-SEM determined a sample of 210 front-of-house employees. Data validity and reliability were confirmed with SPSS 30, and SmartPLS 4 verified the outer and inner model tests. Results show SRA and WE positively influence SRP, while EE does not directly influence SRP. However, SRA and EE positively influence SRP through WE. Recommendations include enhancing training programs focused on SRA to improve employees’ understanding of addressing service failures. For EE, providing clear decision-making authority and support can bolster confidence in managing guest issues. Strengthening WE involves initiatives centered on recognition programs and fair reward systems to sustain motivation. These combined strategies can help The Ritz-Carlton Bali ensure service recovery efforts consistently meet guest expectations and foster long-term loyalty.

**Keywords: Employee Empowerment, Service Recovery Awareness, Service Recovery Performance, The Ritz-Carlton Bali, Work Engagement**

References: 47 (2017-2024)

## **ABSTRAK**

**CRYSANI MUTIARA**

**03013200018**

### ***THE MEDIATING ROLE OF WORK ENGAGEMENT BETWEEN SERVICE RECOVERY***

### ***AWARENESS AND EMPLOYEE EMPOWERMENT ON SERVICE RECOVERY***

### ***PERFORMANCE AT THE RITZ-CARLTON BALI***

*(xiv + 86 pages; 7 figures; 32 tables; 13 appendixes)*

*Industri perhotelan mewah terus berkembang seiring dengan keinginan tamu yang menginginkan lebih dari sekadar layanan yang sempurna; mereka mencari pengalaman personal dan mulus yang melebihi harapan. Di The Ritz-Carlton Bali, kinerja pemulihan layanan menghadapi tantangan, sebagaimana ditunjukkan oleh kasus ketidakpuasan tamu dan ulasan negatif ketika upaya pemulihan tidak memadai. Kekurangan ini menyoroti pentingnya mekanisme pemulihan layanan yang efektif untuk menjaga kepuasan dan loyalitas tamu. Kegagalan layanan yang tidak ditangani dengan baik dapat merusak reputasi merek dan posisi kompetitif. Penelitian ini menganalisis pengaruh kesadaran pemulihan layanan (SRA) dan pemberdayaan karyawan (EE) terhadap kinerja pemulihan layanan (SRP) melalui keterlibatan kerja (WE) di The Ritz-Carlton Bali. Pendekatan kuantitatif digunakan untuk menginterpretasi hasil numerikal, dengan pengumpulan data melalui kuesioner Google Forms dari populasi 1.000 karyawan. Sampel berjumlah 210 karyawan front-of-house ditentukan melalui purposive sampling dan “10 times rule” dari PLS-SEM. Validitas dan reliabilitas data dikonfirmasi menggunakan SPSS 30, dan SmartPLS 4 memverifikasi uji model luar dan dalam. Hasil penelitian menunjukkan bahwa SRA dan WE berpengaruh positif terhadap SRP, sementara EE tidak berpengaruh. Namun, SRA dan EE berpengaruh positif terhadap SRP melalui WE. Rekomendasi meliputi peningkatan program pelatihan yang berfokus pada SRA untuk meningkatkan pemahaman karyawan dalam menangani kegagalan layanan. Untuk EE, pemberian kewenangan pengambilan keputusan yang jelas dan dukungan dapat meningkatkan kepercayaan diri dalam mengelola masalah tamu. Penguatan WE mencakup inisiatif program pengakuan dan sistem penghargaan yang adil untuk mempertahankan motivasi. Strategi gabungan ini dapat membantu The Ritz-Carlton Bali memastikan upaya pemulihan layanan selalu memenuhi harapan tamu dan mendorong loyalitas jangka panjang.*

***Kata Kunci: Kesadaran Pemulihan Layanan, Keterlibatan Kerja, Kinerja Pemulihan Layanan, Pemberdayaan Karyawan, The Ritz-Carlton Bali***

*Referensi: 47 (2017-2024)*