

Unveiling Excellence in Service: from Exceptional Staff to Exceptional Guest

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ABSTRAK

Penelitian ini bertujuan untuk mengeksplorasi pelayanan prima dalam industri perhotelan. Metode penelitian yang digunakan adalah wawancara mendalam dengan manajemen hotel dan resor AH. Fokus penelitian ini adalah mengungkap keunggulan layanan pada peran penting staf yang luar biasa dalam memenuhi kebutuhan para tamu yang luar biasa. Dengan mengacu pada literatur tentang keunggulan layanan, keterlibatan staf, dan kepuasan tamu, abstrak ini menyoroti pentingnya pengalaman yang dipersonalisasi dan dedikasi yang tulus dalam melampaui harapan para tamu. Hasilnya adalah melalui komitmen untuk memahami preferensi tamu dan memupuk budaya keunggulan di antara para staf, hotel dapat meningkatkan pengalaman tamu dan menumbuhkan loyalitas jangka panjang. Keunikan layanan prima di departemen akuntansi terletak pada ketepatan, efisiensi, solusi keuangan yang dipersonalisasi, manajemen yang proaktif, dan komunikasi yang transparan, yang semuanya berkontribusi pada pengalaman tamu yang mulus dan kesuksesan hotel. Hubungan simbiosis antara staf yang unggul dan tamu yang unggul dalam mengejar keunggulan layanan. Manajemen hotel disarankan untuk selalu mengingatkan karyawan tentang pentingnya menjaga kualitas layanan untuk menghindari keluhan dari manajemen, kolega, dan tamu hotel.

Kata Kunci: Keunggulan, Luar Biasa, Layanan, Staf

ABSTRACT

This research aim at exploring excellence service in hospitality industry. The research method was deep interview with the management of AH hotel and resort. The focus was unveiling service excellence on the pivotal role of exceptional staff in catering to the needs of exceptional guests. Drawing upon literature on service excellence, staff engagement, and guest satisfaction, the abstract highlights the importance of personalized experiences and genuine dedication in surpassing guests' expectations. The result were through a commitment to understanding guests' preferences and fostering a culture of excellence among staff, hotels can elevate the guest experience and cultivate long-term loyalty. The uniqueness of excellence service at the accounting department lies in its precision, efficiency, personalized financial solutions, proactive management, and transparent communication, all of which contribute to a seamless guest experience and the hotel's success. The symbiotic relationship between excellence staff and excellence guests in the pursuit of service excellence. Hotel management is advised to constantly remind employees about the importance of maintaining service quality to avoid complaints from management, colleagues, and hotel guests.

Keywords: Excellence, Exceptional, Service, Staff

INTRODUCTION

In the ever-evolving landscape of hospitality, characterized by increasing competition and rapidly changing consumer demands, one of the paramount goals for hotels and resorts is to not only meet but exceed expectations by providing excellence in service (Lai & Hitchcock, 2019; Parasuraman et al., 2018). This journey towards service excellence encompasses a myriad of interconnected factors, ranging from the physical facilities and amenities to the intangible aspects such as customer service and guest experiences (Enz, 2020; Zeithaml et al., 2019). The novelty of research on quality service provided by hotel staff lies in its exploration of the intricate dynamics

between staff-guest interactions and the resultant impact on guest experiences and loyalty towards the establishment. Traditionally, hospitality research has often focused on broad aspects of service quality and guest satisfaction, but recent studies delve deeper into the specific role of hotel staff in shaping these perceptions.

However, at the core of this endeavor lies the pivotal interaction between the staff and the guests, which serves as the cornerstone of delivering unparalleled service experiences (Kim & Jogaratnam, 2019; Verma & Verma, 2017). Indeed, the ability of hotel staff to consistently and adeptly deliver exceptional service can make all the difference in creating truly memorable experiences for guests and fostering long-term loyalty towards the establishment (Alola et al., 2020; Song et al., 2011).

In this article, we delve into the concept of unveiling excellence in service, elucidating the multifaceted dimensions of service delivery and exploring how exceptional staff. We also conducted the equip with requisite skills, knowledge, and attitude, can adeptly cater to the diverse needs, preferences, and expectations of exceptional guests, thereby contributing to the overarching goal of achieving service excellence in the hospitality industry. In essence, the novelty of quality service at hotel staff research lies in its comprehensive exploration of the intricacies of staff-guest interactions, its impact on guest experiences and loyalty, and the identification of effective strategies for enhancing service delivery within the hospitality industry.

LITERATURE REVIEW

Excellence Service is not merely about meeting guests' expectations; it's about surpassing them. In the hospitality industry, service excellence is often defined by factors such as responsiveness, reliability, assurance, empathy, and tangibles (Parasuraman et al., 2018). These dimensions form the basis of what guests perceive as exceptional service. However, achieving excellence goes beyond adhering to a checklist; it requires a genuine commitment to understanding and fulfilling guests' needs.

Excellence service denotes the provision of superior and gratifying service to customers, the public, or other stakeholders. It involves diligently meeting needs or requests while surpassing expectations in preparation and execution. In the hospitality industry, "pelayanan prima" encompasses quality, speed, accuracy, and convenience in service provision. It emphasizes responsiveness to customer needs, effective communication, safety, comfort, and politeness in customer interactions. This scope extends to all facets of interaction between service providers and customers, from prompt communication and swift response to comprehensive fulfillment of needs and ongoing enhancement of service quality. The dimensions of excellence service include capability, customer satisfaction, and quality. Capability necessitates anticipating, recognizing, and meeting customer expectations. Customer satisfaction entails making customers feel valued and fulfilling their needs, while quality involves measuring and enhancing service quality.

In the era of literacy and digitalization, implementing excellence service offers numerous benefits. It enhances customer satisfaction, bolsters company reputation, fosters customer loyalty, and boosts competitiveness in a dynamic market. Leveraging digital technology optimally facilitates efficient and accessible service delivery to customers

(Andjanie, Asyifa, & Pratama, 2023) and (Abduh, 2019). The research with in-depth analysis of staff-guest interactions often involves detailed examinations of various touchpoints between hotel staff and guests, including check-in/check-out procedures, room service interactions, concierge services, and overall responsiveness to guest needs. This granular analysis helps in understanding the nuances of service delivery and identifying areas for improvement.

The studies explore how the quality of interactions with hotel staff influences the overall guest experience. Factors such as friendliness, competence, empathy, and attentiveness of staff members play crucial roles in shaping guest perceptions and satisfaction levels. This means the research has impact on guest experiences. Long-term Effects on Guest Loyalty: Researchers also investigate the link between quality service provided by hotel staff and guest loyalty towards the establishment. They examine how positive interactions with staff members contribute to building trust, fostering emotional connections, and ultimately, encouraging repeat visits and recommendations.

The best practices and behaviors exhibited by hotel staff lead to exceptional service delivery. This could include training programs, employee empowerment initiatives, recognition systems, and organizational culture building efforts aimed at enhancing staff-guest interactions. The staff service performs cultural and Contextual Considerations. Service lies in its consideration of cultural and contextual factors that may influence service expectations and perceptions. Studies may explore how cultural norms, language barriers, or regional preferences impact the effectiveness of staff-guest interactions.

Implementing excellence service in today's literacy and digitalization era yields various advantages (Ibnou-Laaroussi, Rjoub, & Wong, 2020), including enhanced accessibility and acceptance of public services through online platforms and mobile applications. Moreover, it promotes cost and time efficiency by leveraging digital technology and literacy to reduce paper usage and streamline processes. Additionally, it facilitates smoother communication, mitigating communication issues and fostering positive engagement.

METHODS

This research utilizes a combination of literature review and depth interviews as its research methods. The depth interviews involve engaging with guests who have interacted with the accounting department staff. Literature review, as a research method, entails the collection, evaluation, and analysis of relevant literature pertaining to a specific research topic. It serves to explore existing knowledge, identify gaps, and enhance understanding of the subject matter. The components of a literature review in research methodology include literature collection, evaluation, information synthesis, data analysis, interpretation, and conclusion. Literature collection initiates the review by gathering diverse literature sources such as scholarly journals, books, articles, theses, and research reports related to the research topic. Subsequently, literature evaluation involves assessing

the quality, relevance, and reliability of the collected sources, considering factors like research methodology, theoretical alignment, data accuracy, and author credibility.

RESULT AND DISCUSSION

A. The Role of Staff in Service Excellence:

Staff, serving as the forefront ambassadors of any hotel or resort, hold a pivotal position in sculpting guests' experiences, as evidenced by numerous studies (Alola et al., 2020; Kim & Jogaratnam, 2019; Song et al., 2011; Verma & Verma, 2017; Lai & Hitchcock, 2019). Their direct interactions with guests wield significant influence, leaving enduring imprints on perceptions of service quality and overall satisfaction levels (Zeithaml et al., 2009). The uniqueness of excellence service within the accounting department lies in its ability to seamlessly integrate financial management practices with personalized guest interactions, thereby enhancing overall guest experience and contributing to the hotel's success. The uniqueness of accounting department staff are precision and accuracy, efficient and timely service, personalized financial solution, proactive financial management, and transparent communication.

Precision and Accuracy, means the accounting department ensures meticulous attention to detail and accuracy in financial transactions, providing guests with a sense of trust and reliability in the hotel's operations. This precision extends to billing, invoicing, and financial reporting, fostering transparency and accountability. Efficient and Timely Service, because by streamlining financial processes and utilizing technology effectively, the accounting department can deliver efficient and timely service to guests. Prompt resolution of billing inquiries, swift processing of payments, and seamless coordination with other departments contribute to a smooth guest experience.

Personalized Financial Solutions, in order to understanding that each guest may have unique financial requirements or preferences, the accounting department goes beyond standard procedures to offer personalized financial solutions. This could include flexible payment plans, tailored billing arrangements, or customized financial reports to meet specific guest needs. Proactive Financial Management, means rather than simply reacting to financial issues as they arise, the accounting department takes a proactive approach to financial management. By anticipating potential challenges and implementing preventive measures, such as fraud detection systems or risk mitigation strategies, they ensure smooth operations and safeguard guest interests.

Transparent Communication, because transparency is paramount in the provision of excellence service within the accounting department. Clear and concise communication regarding financial matters, including policies, procedures, and fees, helps build trust and confidence among guests, ensuring they feel informed and empowered throughout their stay. In essence, the uniqueness of excellence service within the accounting department lies in its ability to merge financial acumen with guest-centric principles, thereby enhancing overall guest satisfaction and contributing to the hotel's reputation for exceptional service.

The description support the concepts of exceptional staff, as illuminated by scholarly research (Alola et al., 2020; Kim & Jogaratnam, 2019; Song et al., 2011; Verma & Verma, 2017; Lai & Hitchcock, 2019), exhibit not only the requisite skills and knowledge but also an abundance of empathy and unwavering dedication to exceeding guest expectations. These exemplary employees adeptly anticipate guests' needs, curate personalized experiences, and navigate challenges with

unparalleled grace and professionalism, thereby solidifying their indispensable role in fostering enduring guest loyalty and satisfaction.

B. Creating Exceptional Guest Experiences:

Exceptional guests seek more than just basic accommodation; they crave immersive and personalized experiences. By understanding guests' preferences, habits, and expectations, hotels can tailor their services to exceed those expectations. This might involve personalized welcome amenities, thoughtful gestures during their stay, or anticipating and fulfilling requests before they are even made. In doing so, hotels can elevate the guest experience from satisfactory to exceptional, fostering loyalty and positive word-of-mouth.

Service management within the accounting department in a hotel is a crucial aspect that ensures smooth operations and compliance with applicable accounting standards. Several points explaining service management in the hotel's accounting department include revenue management, expense management, financial reporting, legal and regulatory compliance, technology utilization, and financial risk management. By ensuring effective service management in the accounting department, hotels can optimize resource utilization, minimize financial risks, and meet all applicable regulatory and legal obligations.

Conducting a study on excellence service in hotels is essential because the hotel industry is required to have the following reasons: Competitive Advantage, Customer Satisfaction, Reputation, Customer Loyalty, Increased Profitability, Social Media Influence. By understanding the importance of excellence service in hotels, management can allocate appropriate resources and implement strategies to ensure that every guest has an exceptional experience during their stay.

CONCLUSION

In the competitive landscape of hospitality, unveiling excellence in service is not just a goal but a necessity. Exceptional service has the power to differentiate a hotel or resort from its competitors, leading to increased guest satisfaction, loyalty, and ultimately, profitability. By investing in staff training, fostering a culture of excellence, and prioritizing guest-centricity, hotels can create an environment where service excellence thrives. Through the synergy of excellence staff catering to excellence guests, the journey towards service excellence becomes not just an aspiration but a reality. In conclusion, the pursuit of service excellence is a journey without a final destination, but rather a continuous commitment to exceeding guests' expectations and creating memorable experiences that leave a lasting impression. It is through the dedication of exceptional staff, catering to the needs and preferences of exceptional guests, that the true essence of service excellence is unveiled. The uniqueness of excellence service at the accounting department lies in its precision, efficiency, personalized financial solutions, proactive management, and transparent communication, all of which contribute to a seamless guest experience and the hotel's success.

ACKNOWLEDGEMENT

This research considered only service quality of a hotel with deep interview. This research conducted on the opportunity provided to meet the standards of management source. This research demonstrates students' capabilities in the field of service management.

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