SUMMARY

Achieving Customer Satisfaction and Customer Loyalty through Delighting the Customer in Shangri-La Hotel Surabaya

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As we know that these days, hospitality industry becomes a Hughes industry. This time everyone can travel anytime and anywhere. One part of hospitality industry is the Hotel. In the present time, Hotel develops following the globalization of the world. To make hotel globalize is not just technology, but also the person who operate the hotel itself. Working in the hotel does not just check-in and check-out, but there is a service. The service is relationship between human to human, one side is the service provider the other side is customer. Focus of the hotel industries is the customer, because of the customer the industries will running time to time.

Providing the excellence service mean creating additional value for the guest itself. It will make customer happy instead of met the customer expectation. Recently, the excellence service becomes an icon to attract the customer, keeping old one and grab the new one and make them become a loyal customer. To make loyal customer is not easy job. Beside that there's many competitor try the best to do so. Creating additional value for the guest is very important. It will make the guest always remember about what we give and finally, the will comeback, stay more often and become loyal customer whom always choose our product and recommend it to their friend, colleague and their family without question it.

To create excellence service is delighting the customer and Customer delight is the best program to keep and attract the customer. Customer Delight is not just met the guest expectation but exceed the guest expectation and also the right track to develop human resource of the hotel industries operator nowadays.

RINGKASAN

Pengaruh *Customer Delight* Dalam Konteks *Service Quality* Terhadap Kepuasan Dan Loyalitas Tamu Yang Menginap di Hotel Shangri-La Surabaya

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Sebagaimana yang kita tahu sekarang ini, Industri pariwisata menjadi industri yang besar. Disaat ini, semua orang bisa bepergian kapan dan kemana saja. Salah satu industri yang mendukung pariwisata ini adalah Hotel. Sekarang ini, perkembangan hotel mengikuti globalisasi yang terjadi di dunia ini, dan untuk mengikutinya, dunia perhotelan tidak berkutat pada masalah teknologi saja, tapi juga sumber daya manusia sebagai operatornya. Bekerja di hotel bukan hanya *check-in* dan *check-out* saja tapi disitu juga ada servis. Servis melibatkan hubungan antar manusia. Satu sisi adalah penyampai jasa dan di sisi lain adalah penerima jasa. Pelanggan adalah fokus utama di industri perhotelan, karena pelangganlah maka industri perhotelan dapat berjalan dari waktu ke waktu.

Menyediakan servis yang ekselen artinya memberikan nilai tambah untuk pelanggan. Hal ini akan membuat pelanggan merasa senang disamping itu juga karena semua keinginannya terpenuhi. Akhir-akhir ini servis yang ekselen telah menjadi ujung tombak dalam menarik minat pelanggan, mempertahankan pelanggan lama dan meraih yang baru dan menjadikannya pelanggan setia. Membuat pelanggan setia tidaklah mudah karena kompetitor juga melakukan hal sama. Mengkreasi nilai tambah sangatlah penting, karena membuat pelanggan teringat terus dan nantinya, pelanggan akan kembali dan tinggal lebih sering, serta menjadi pelanggan setia yaitu pelanggan yang selalu membeli produk-produk hotel dan merekomendasikannya kepada teman, rekan kerja dan keluarganya.

Membuat servis yang ekselen adalah dengan memberikan kepuasan yang meyenangkan kepada tamu. Servis seperti ini tdak saja memenuhi keinginan pelanggan tapi juga melebihinya serta sebagai jalan yang benar untuk mengembangkan sumber daya manusia di industri perhotelan.

ABSTRACT

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in Shangri-La Hotel Surabaya

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The objective of the research is analyze the influence of Customer Delight program which could be influence the satisfaction and loyalty of the customer which use the accommodation in Shangri-La Hotel Surabaya.

This Research applies survey design and explanative research type (Explanatory Research) which explained correlations among Customer Delight (X1), Customer Satisfaction(Y1) and Customer Loyalty(Y2) through hypothesis examination. The data analyze by using Structure Equation Model (SEM).

The Results of this research proves that examination result of the customer delight will effect the satisfaction of the guest and there is significant influence among the Customer Delight (X1), Customer Satisfaction (Y1) and Customer Loyalty (Y2). The customer service is the central for this research, how to treat, how to service and how to improve their satisfaction become phenomenon and every body in hospitality industries try to do the best effort to grab loyalty of the customer.

Key words: Customer Delight, Satisfaction and Loyalty.