

**UNDERGRADUATE THESIS**

**IMPLEMENTATION OF GUEST EXPERIENCE PLATFORM  
TO ENHANCE WORK EFFECTIVENESS  
AT COURTYARD BY MARRIOTT BALI NUSA DUA RESORT**



**POLITEKNIK NEGERI BALI**

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**TOURISM DEPARTMENT  
POLITEKNIK NEGERI BALI  
BADUNG  
2024**

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**This undergraduate thesis is submitted as one of the requirements to earn  
Applied Bachelor's Degree in Tourism Business Management Study Program  
in Politeknik Negeri Bali**



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### AT COURTYARD BY MARRIOTT BALI NUSA DUA RESORT

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Who made the statement,



Ni Made Ning Trisna Asih

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Therefore, the writer expects some critics and suggestions for improvement in future writing. The writer hopes that this undergraduate thesis could be beneficial for the study as well as the development of the tourism industry.

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**Writer**

**Ni Made Ning Trisna Asih**



## ABSTRACT

Asih, Ni Made Ning Trisna. (2024). *Implementation of Guest Experience Platform to Enhance Work Effectiveness at Courtyard by Marriott Bali Nusa Dua Resort*. Undergraduate Thesis: Tourism Business Management. Tourism Department. Politeknik Negeri Bali.

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Keywords: Implementation, Guest Experience Platform (GXP), Work Effectiveness, Front Office Department

The purpose of this study was to determine how the implementation of GXP at Courtyard by Marriott Bali Nusa Dua Resort and to find out the implementation of GXP in enhancing work effectiveness at Courtyard by Marriott Bali Nusa Dua Resort. This research was conducted at the Front Office Department at Courtyard by Marriott Bali Nusa Dua Resort. Data collection was carried out through observation, questionnaires, interviews, documentation, and literature study, with data analysis techniques including descriptive qualitative analysis and quantitative analysis. The sampling technique employed in this research was purposive sampling with a total of 20 respondents and 2 informants. The target respondents for distributing questionnaires were employees of the Front Office Department who use GXP, and the key informants were the Assistant Front Office Manager and Duty Manager. The results of the research through interviews and observations showed that the implementation of GXP has been carried out very well at Courtyard by Marriott Bali Nusa Dua Resort, supported by employees who have achieved the GXP target score in 2023. The questionnaire results indicated that the program understanding indicator scored 90.3%, the target accuracy indicator scored 89.4%, the timeliness indicator scored 86.8%, the goal achievement of goals indicator scored 92.2%, and the tangible changes indicator scored 89.7%. Therefore, it can be concluded that the implementation of GXP is highly effective in enhancing work effectiveness in the Front Office Department at Courtyard by Marriott Bali Nusa Dua Resort, as seen from the average questionnaire scores across these indicators totaling 89.68%.

## ABSTRAK

Asih, Ni Made Ning Trisna. (2024). *Implementation of Guest Experience Platform to Enhance Work Effectiveness at Courtyard by Marriott Bali Nusa Dua Resort*. Skripsi: Manajemen Bisnis Pariwisata. Jurusan Pariwisata. Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: I Nyoman Rajin Aryana, S.Pd., M.Hum. dan Pembimbing II: Drs. I Ketut Astawa, MM.

Kata Kunci: Implementasi, *Guest Experience Platform (GXP)*, Efektivitas Kerja, *Front Office Department*

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana implementasi GXP di Courtyard by Marriott Bali Nusa Dua Resort dan untuk mengetahui implementasi GXP dalam meningkatkan efektivitas kerja di Courtyard by Marriott Bali Nusa Dua Resort. Penelitian ini dilakukan pada *Front Office Department* di Courtyard by Marriott Bali Nusa Dua Resort. Pengumpulan data dilakukan melalui observasi, kuesioner, wawancara, dokumentasi, dan studi kepustakaan, dengan teknik analisis data meliputi analisis deskriptif kualitatif dan analisis kuantitatif. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah purposive sampling dengan jumlah responden sebanyak 20 orang dan 2 orang informan. Target responden untuk penyebaran kuesioner adalah karyawan *Front Office Department* yang menggunakan GXP, dan key informan adalah *Assistant Front Office Manager* dan *Duty Manager*. Hasil penelitian melalui wawancara dan observasi menunjukkan bahwa implementasi GXP telah dilaksanakan dengan sangat baik di Courtyard by Marriott Bali Nusa Dua Resort, didukung dengan karyawan yang telah mencapai target skor GXP pada tahun 2023. Hasil kuesioner menunjukkan bahwa indikator *program understanding* mendapatkan skor 90,3%, indikator *target accuracy* mendapatkan skor 89,4%, indikator *timeliness* mendapatkan skor 86,8%, indikator *achievement of goals* mendapatkan skor 92,2%, dan indikator *tangible changes* mendapatkan skor 89,7%. Oleh karena itu, dapat disimpulkan bahwa penerapan GXP sangat efektif dalam meningkatkan efektivitas kerja di *Front Office Department* di Courtyard by Marriott Bali Nusa Dua Resort, terlihat dari rata-rata skor kuesioner di seluruh indikator tersebut sebesar 89,68%.

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# CHAPTER I

## INTRODUCTION

### 1.1 Background of Study

In the era of globalization, technological progress is inevitable. The existing technology continues to evolve with the advancement of science and human needs. The swift advancement of technology will profoundly affect human survival, ushering in transformation and convenience. One type of digitization that has increased in the last decade is the increasingly intensive use of the Internet. Technological advancements have transitioned from individual usage to commercial applications (Gachuru, 2017).

According to *Biro Pusat Statistik* (2020), the utilization of information and communication technology in Indonesia has risen by 78.18 percent over the past five years. Increased use of this technology shows increased interest in all sectors, including educational institutions, government entities, entrepreneurs, and businesses. Every business feels the need to integrate information technology into operations because of the need for time and cost efficiency (Kidi, 2018). Many entrepreneurs use technology in their businesses, from product promotion and trade to acquiring customers who will eventually buy their products. The tourism sector is one of the industries that actively adopts digitization, which is the main source of income for tourists (Arumsari, 2023).

The Bali Provincial Government is focusing on the advancement of digital technology as part of an effort to improve tourism. Improvements in the quality of Bali tourism management include the quality of tourist destinations, the tourism

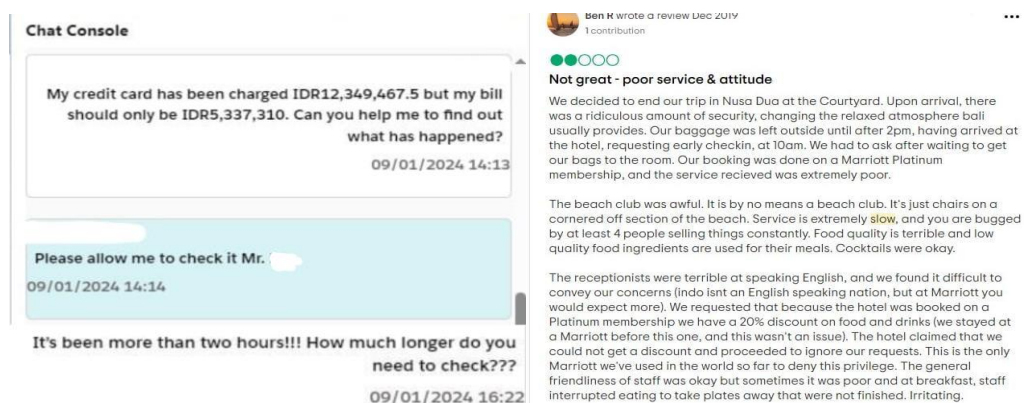
business sector, tourism promotion, and tourist management. The improvements in quality management in tourism are achieved through the provision of products and services, hospitality, support facilities, comfort, security, and health, as well as the use of digital technologies (Prakosa, 2023). One of the tourist facilities that plays an important role in the comfort of tourists is accommodation.

Courtyard by Marriott Bali Nusa Dua Resort is a 5-star accommodation located at Tourism Area Lot South Wing 1, Jalan Nusa Dua, Benoa, Badung Regency, Bali, 80363. Marriott International employs various strategies and technologies to enhance the effectiveness of employee work in various operational aspects, including the Front Office Department (Ais, 2020). The Front Office Department often faces challenges such as an increase in customer volume, growing complexity of requests, and rising customer expectations, necessitating solutions to improve effectiveness and customer service responsiveness. According to Admosoeprapto (2016) effectiveness is a measure that describes the extent to which goals can be achieved. High effectiveness will result in the services provided will be good. Many hospitality companies have implemented modern information systems to expedite processes and maximize the benefits of services, one of which is e-service quality (Siregar, 2021).

E-service quality is a service provided by companies supported by electronic service delivery to facilitate customers in obtaining information about the company. Internet-based e-service with applications and websites represents a new version of e-service quality. E-service quality is developed to evaluate services provided on the internet network (Rita, 2019). One of the e-service implementations provided

by Courtyard by Marriott Bali Nusa Dua Resort is GXP (Guest Experience Platform).

GXP was first launched by Marriott International in 2018. This platform is equipped with features such as mobile check-in, mobile check-out, mobile key, mobile chat, and guest preference (Hariono & Harianto, 2018). Marriott Bonvoy Apps has been integrated with GXP system owned by Courtyard by Marriott Bali Nusa Dua Resort, which is used to manage and respond to all customer requests on Marriott Bonvoy Apps. GXP undoubtedly helps ease the tasks in the Front Office Department to provide effective services to guests. However, there are still negative comments from customers, such as delayed response in mobile chat, unsatisfied early check-in requests, and delays in sending mobile keys. There are several factors that cause this to happen, including high data volume causing GXP to crash frequently, slow connections, and many guest requests so that employees are late in responding through GXP. According to reviews from TripAdvisor, Guest Voice, emails, and complaints via mobile chat, some customers have expressed dissatisfaction, as shown in the image below:



**Figure 1. 1** Negative Comments

Source: Courtyard by Marriott Bali Nusa Dua Resort, 2024

From some of the negative comments mentioned above, it can be concluded that the lack of effective implementation of the GXP system by employees in the Front Office Department can have various negative impacts on the experience of customers staying at Courtyard by Marriott Bali Nusa Dua Resort. Based on this background, the writer is interested in raising the title "Implementation of Guest Experience Platform to Enhance Work Effectiveness at Courtyard by Marriott Bali Nusa Dua Resort" to ensure that the GXP system implementation effectively enhances the work efficacy of the Front Office staff at Courtyard by Marriott Bali Nusa Dua Resort.

## **1.2 Statement of the Problems**

Based on the background that has been described, the main issues that are used as a problem are as follows:

1. How is the GXP implementation at Courtyard by Marriott Bali Nusa Dua Resort?
2. How can the implementation of GXP enhance work effectiveness at Courtyard by Marriott Bali Nusa Dua Resort?

## **1.3 Research Objectives**

Based on the problem identification above, the purposes of this undergraduate thesis are:

1. To understand the implementation of GXP system at Courtyard by Marriot Bali Nusa Dua Resort.

2. To analyze how the implementation of GXP can enhance work effectiveness at Courtyard by Marriott Bali Nusa Dua Resort

#### **1.4 Research Significance**

This research aims to yield both theoretical and practical benefits. The benefits to be pursued include:

##### **1.4.1 Theoretical Benefit**

Theoretically, this research is expected to provide additional information to support other studies and contribute to academic literature. It is also anticipated to serve as a reference for future researchers and offer insights to readers. Additionally, the findings of this research are hoped to contribute to the knowledge base regarding the implementation of GXP to enhance work effectiveness at Courtyard by Marriott Bali Nusa Dua Resort.

##### **1.4.2 Practical Benefit**

1. For company

From a practical perspective, this research is expected to be a useful evaluation and feedback material for Courtyard by Marriott Bali Nusa Dua Resort to improve the work effectiveness of Front Office Department employees in implementing e-service quality, especially GXP.

2. For Politeknik Negeri Bali

This research will aid academics in obtaining a comprehensive understanding of how the implementation of GXP to enhances work effectiveness in the hospitality sector, particularly in the Front Office Department. Additionally, the

findings of this research can serve as reading material and a reference for students conducting research in the field of service quality with a focus on the theme of e-service quality.

### 3. For writer

Writer can gain a deeper understanding of the role that Front Office e-service quality plays in enhancing work effectiveness. Students who conduct this research will have a better understanding of how the implementation of e-service quality through GXP to enhance work effectiveness.

## **1.5 Limitations and Scope of Problems**

Based on the broad research topic of the implementation of GXP to enhance work effectiveness at Courtyard by Marriott Bali Nusa Dua Resort, it is essential to narrow down the problem to focus the research on a specific scope, including:

1. The independent variable in this research is GXP system and the dependent variable is work effectiveness.
2. This research is concern to enhance work effectiveness through GXP at Courtyard by Marriott Bali Nusa Dua Resort.
3. This research is concerned with guests who use Marriott Bonvoy apps.
4. Samples for this study were drawn from the Front Office Department at Courtyard by Marriott Bali Nusa Dua Resort.

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

Based on the result and discussion of Chapter IV can be concluded Implementation of Guest Experience Platform to Enhance Work Effectiveness at Courtyard by Marriott Bali Nusa Dua Resort as follows:

1. The implementation of GXP (Guest Experience Platform) at Courtyard by Marriott Bali Nusa Dua Resort was implemented since 2018 to streamline the preparation of employees in meeting guest needs more efficiently and communicating directly with guests before, during, and after the guest stay. GXP has been seamlessly integrated with Courtyard by Marriott Bali Nusa Dua Resort's Property Management System (PMS), namely OPERA. GXP boasts five main features that enhance front office operations: mobile check-in serving as a reference for timely room preparation; mobile check-out allowing guests to check out without visiting the reception desk; mobile key providing room access without a physical key card; mobile chat facilitating communication between guests and employees through short messages; and guest preference serving as a reference for providing more personalized service by understanding guest preferences. GXP is accompanied by an annual index score target that must be met, with scores released quarterly, serving as a benchmark in the Brand Standard Audit (BSA) conducted annually by Marriott HQ in collaboration with Deloitte. The BSA index target comprises 5 key points for GXP: the percentage of high actionable insights reviewed, the percentage of guest/CEC cases closed

in priority, the percentage of mobile keys delivered, the percentage of chats responded to in goal time, and the percentage of room-ready notifications sent. The minimum GXP value to be achieved by Courtyard by Marriott Bali Nusa Dua Resort is indicated by the lowest value, designated as P (Performance). Observations and interviews indicate successful implementation of GXP at Courtyard by Marriott Bali Nusa Dua Resort, supported by employees who have achieved the GXP target score in 2023.

2. The results of measuring the implementation of the GXP (Guest Experience Platform) enhance work effectiveness at Courtyard by Marriott Bali Nusa Dua Resort, obtained from questionnaires distributed to Front Office Department employees who use GXP and analyzed using descriptive statistical analysis, show promising percentages across various work effectiveness indicators. Specifically, the program understanding indicator scored 90.3%, the target accuracy indicator scored 89.4%, the timeliness indicator scored 86.8%, the achievement of goals indicator scored 92.2%, and the tangible changes indicator scored 89.7%. Notably, the achievement of goals indicator scored the highest at 92.2%, while the timeliness indicator showed the lowest percentage at 86.8%. Based on interviews, it was explained that the high score for the achievement of goals indicator is attributed to employees' satisfaction with GXP, which facilitates work operations and enhances service provision. Conversely, the lower score for the timeliness indicator is due to the GXP being connected to a Wi-Fi connection, affecting the timeliness of responding to requests on the GXP when the Wi-Fi has a poor connection. Despite this, the overall average result of



the work effectiveness indicator stands at an impressive 89.98%, affirming the effective implementation of GXP in enhancing the performance of Front Office Department employees at Courtyard by Marriott Bali Nusa Dua Resort.

## 5.2 Suggestion

Based on the results and discussions, the following suggestions are provided to enhance the implementation of the Guest Experience Platform and improve work effectiveness at Courtyard by Marriott Bali Nusa Dua Resort:

1. The writer advises the management to consider giving appreciation or incentives to front office employees who successfully meet the goals at GXP. These incentives can be in the form of prizes, vouchers, or cash rewards, serving as recognition for their hard work and dedication.
2. The writer recommends that all staff members, especially those in the Front Office Department at Courtyard by Marriott Bali Nusa Dua Resort, maintain the implementation of GXP to enhance work effectiveness. It is essential to uphold good communication between teams, foster effective cooperation among staff members, and continuously strive to provide the best service to guests.
3. For future researchers, the author suggests delving deeper into GXP and the theory of work effectiveness. This approach will allow for more comprehensive research related to the implementation of GXP to enhance work effectiveness, offering valuable insights for further improvement.

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