UNDERGRADUATE THESIS

THE INFLUENCE OF SERVICE QUALITY ON GUEST SATISFACTION AT SOFITEL BALI NUSA DUA

POLITEKNIK NEGERI BALI

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

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ACKNOWLEDGMENT

The author would like to express his gratitude to God Almighty because with His blessings and mercy, the thesis entitled " The Influence Of Service Quality On Guest Satisfaction At Sofitel Bali Nusa Dua" could be completed well and on time.

In making this thesis the author encountered several obstacles, but with guidance, suggestions and motivation from various parties who have helped the author a lot so that this thesis could be completed well. In this case the author would like to express his deepest gratitude to all parties who have helped. The author gratefully thanks:

1. I Nyoman Abdi, S.E., M.eCom as Director of the Politeknik Negeri Bali which has provided extensive opportunities to study at the Politeknik Negeri Bali.
2. Dr. Ni Nyoman Sri Astuti, SST.Par, M.Par as Chair of the Tourism Department of the Politeknik Negeri Bali which has provided adequate educational facilities so that the author is able to study well at the Politeknik Negeri Bali
3. Putu Tika Virginiya. S. Pd M. Pd as secretary of the Politeknik Negeri Bali Department who has provided guidance and assistance to the author in carrying out education at the Politeknik Negeri Bali.
4. Dr. Made Satria Pramanda Putra, S.H, S.E, M.M as Coordinator of the Tourism Business Management Study Program who has provided support and direction regarding thesis writing guidelines for the smooth running of research for writers.
5. Ida Ayu Elistyawati, A.Par., M.Par as supervisor I who has provided support and suggestions in preparing and reviewing this thesis.
6. Dr. Ni Gusti Nym. Suci Murni, M.Par as supervisor II lecturer who has also provided a lot of suggestions, support and input for the smooth preparation of this thesis.
7. All the lecturers in the Tourism Department who have provided a lot of guidance, direction and access to education while the author was undergoing the study program at the Politeknik Negeri Bali.

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8. All of Head of Department and the entire Sofitel Bali Nusa Dua staffs who have allowed the author to carry out research and provided ample opportunities for interviews, accessing data and things that the author needed in preparing this thesis.
9. The author's extended family has helped and provided support both materially and non-materially.
10. Colleagues who I cannot mention one by one at the Politeknik Negeri Bali who have helped provide suggestions and share information so that the writing of this thesis becomes better.

Finally, the author acknowledge that written thesis is still far from perfect and therefore welcomes constructive criticism and suggestion to improve this research. The author sincerely hopes that this research will be helpful to readers.

Writer

Desak Putu Ratmi Aryani

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ABSTRACT

Ratmi Aryani, Desak Putu. (2025). The Influence of Service Quality on Guest Satisfaction at Sofitel Bali Nusa Dua. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: Ida Ayu Elistyawati, A.Par., M.Par, and Supervisor II: Dr. Ni Gusti Nym. Suci Murni, M.Par.

Keywords: service quality, guest satisfaction, SERVQUAL, Sofitel Bali Nusa Dua

This study aims to analyze the influence of service quality on guest satisfaction at Sofitel Bali Nusa Dua, based on the importance of service quality in maintaining guest loyalty and increasing hotel occupancy rates. A quantitative approach was used, with data collected through questionnaires distributed to 100 hotel guests. The research object is guests who have stayed at Sofitel Bali Nusa Dua. Data analysis techniques included validity and reliability tests, classical assumption tests, multiple linear regression, t-test, F-test, and the coefficient of determination (R^2). The results indicate that service quality has a positive and significant effect on guest satisfaction, with an R^2 value of 48.2%, meaning service quality explains 48.2% of the variance in guest satisfaction. Among the five SERVQUAL dimensions—tangibles, reliability, responsiveness, assurance, and empathy—reliability and assurance were found to be the most dominant factors affecting guest satisfaction. These findings emphasize the importance of focusing on reliability and assurance improvements as a strategy to enhance guest satisfaction. This research is expected to provide practical contributions to hotel management and serve as a reference for future studies in the field of hospitality management.

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ABSTRAK

Ratmi Aryani, Desak Putu. (2025). The Influence of Service Quality on Guest Satisfaction at Sofitel Bali Nusa Dua. *Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata,* Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Pembingbing I: Ida Ayu Elistyawati, APar., M.Par*, dan Pembimbing II:* Dr. Ni Gusti Nym. Suci Murni, M.Par.

Kata kunci: kualitas layanan, kepuasan tamu, SERVQUAL, Sofitel Bali Nusa Dua

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan terhadap kepuasan tamu di Sofitel Bali Nusa Dua*, dengan latar belakang pentingnya kualitas layanan dalam mempertahankan loyalitas tamu dan meningkatkan tingkat hunian hotel. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei, di mana data dikumpulkan melalui kuesioner yang dibagikan kepada 100 responden tamu hotel. Objek penelitian adalah tamu yang telah menginap di Sofitel Bali Nusa Dua. Teknik analisis data yang digunakan meliputi uji validitas, reliabilitas, asumsi klasik, regresi linier berganda, uji t, uji F, dan koefisien determinasi (R^2). Hasil penelitian menunjukkan bahwa kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan tamu, dengan nilai R^2 sebesar 48,2%. Artinya, kualitas layanan mampu menjelaskan 48,2% variasi kepuasan tamu. Di antara lima dimensi* SERVQUAL*, yaitu* tangible, reliability, responsiveness, assurance*, dan* empathy*, dimensi* reliability *dan* assurance *terbukti paling dominan dalam memengaruhi kepuasan tamu. Temuan ini menekankan pentingnya fokus pada peningkatan aspek keandalan dan jaminan layanan sebagai strategi peningkatan kepuasan tamu. Penelitian ini diharapkan dapat memberikan kontribusi praktis bagi manajemen hotel serta menjadi referensi untuk penelitian selanjutnya dalam bidang manajemen perhotelan.*

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CHAPTER I

INTRODUCTION

1.1 Research Background

In the hospitality and tourism sector, where guest satisfaction and quality service are essential, hotels aim to provide exceptional experiences to boost both occupancy rates and income. Loyal guests play a significant role in driving a hotel's income. Their extended length of stay directly contributes to higher revenue levels. Additionally, Loyal customers are more inclined to refer the hotel to their peers, indirectly enhancing the hotel's marketing efforts and increasing revenue. Ultimately, loyal guests contribute significantly to expanding a company's market share (Gopi and Samat, 2020).

The findings of (Bayad Jamal Ali, 2021), (Bodet, 2020), (Zheng Lin & Thurasamy, 2020) indicate that Service quality plays a crucial role in positively impacting guest satisfaction and loyalty. Guest satisfaction is the determinant of and the secret to success in the hotel industry, nevertheless the comparison of customer satisfaction of both operational models is scarce. Prior studies have consistently shown that better service quality results in higher levels of satisfaction and loyalty among guests. As such, examining this relationship at Sofitel Bali Nusa Dua is important to assess whether service quality produces the same effect on guest satisfaction at this specific hotel.

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Sofitel Bali Nusa Dua is a luxury 5-star hotel and part of the prestigious Accor brand. As a hotel maintaining 5-star integrity, it is committed to meeting high expectations of its guests. Sofitel Bali Nusa Dua consistently strives to enhances service quality to foster guest loyalty and achieve optimal guest satisfaction. However, like any hotel, it occasionally faces challenges in meeting these expectations, which can result in a decline in guest satisfaction and lower ratings on various review platforms.

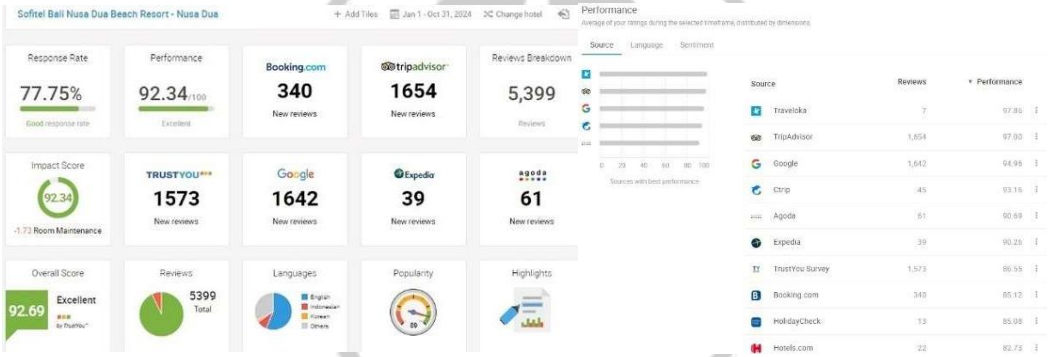

Figure 1.1 Reputation Performance Score at Sofitel Bali Nusa Dua
Source: Sofitel Bali Nusa Dua Data Base 2024 (Appendinces 1)

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Despite Sofitel Bali Nusa Dua's efforts to deliver high-quality service as a five-star resort, there are still challenges in meeting guest expectations, as reflected in both online review platforms and internal performance metrics.
For example, on TripAdvisor, several guests have highlighted issues such as slow service response during peak hours, lack of attention from staff at restaurants, or delays in room preparation. These negative comments indicate gaps in dimensions such as responsiveness and reliability.

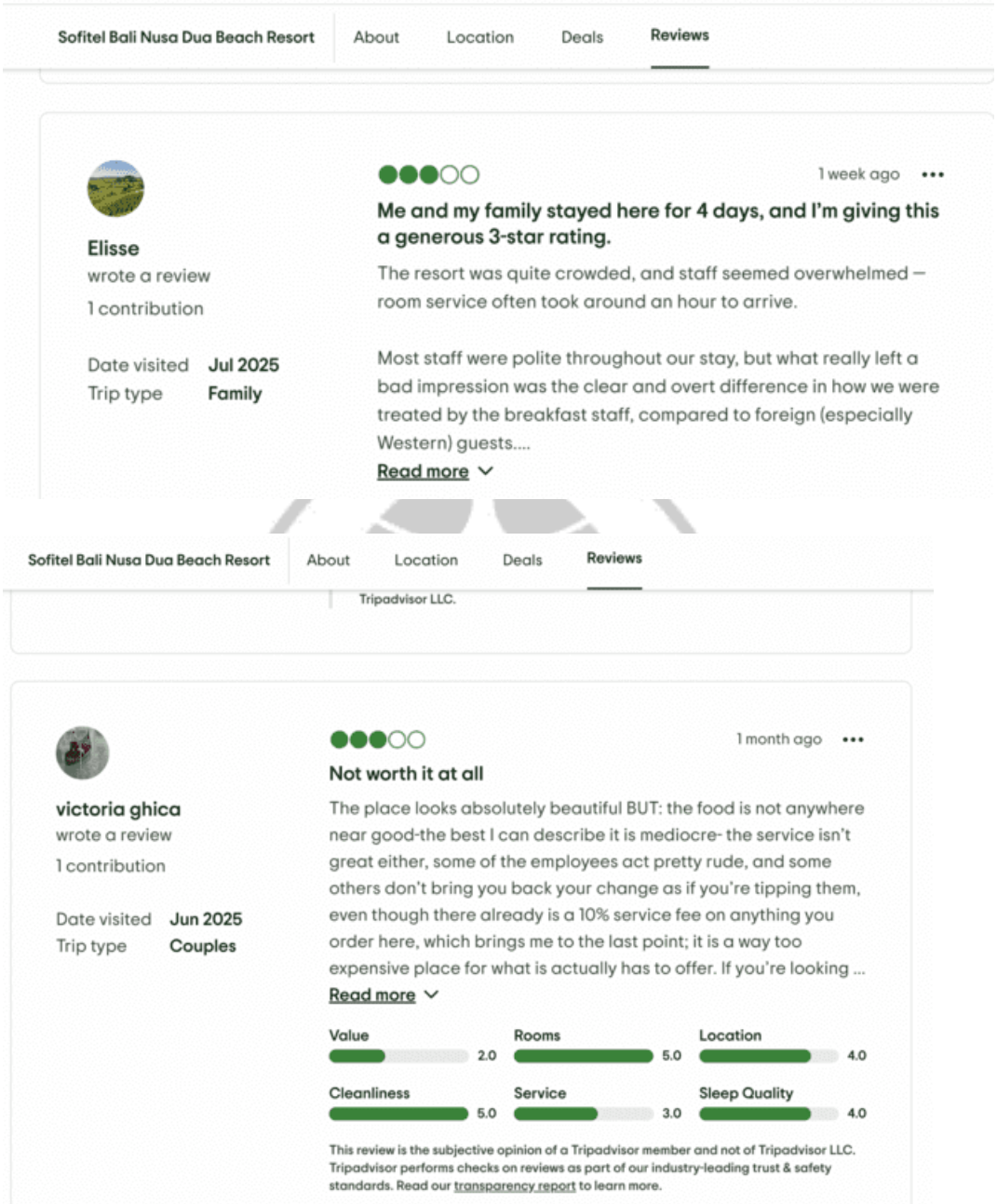

Figure 1.2 Guest Review from Tripadvisor Sofitel Bali Nusa Dua

Source: Trip Advisor (2025)

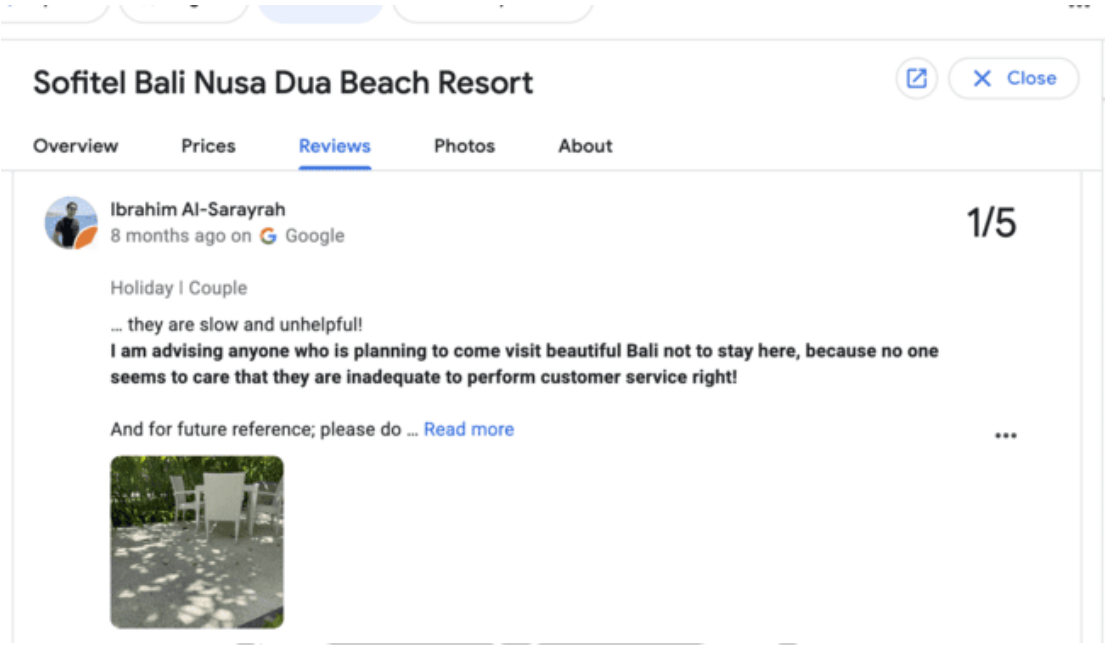

Figure 1.2 Guest Review from Google Sofitel Bali Nusa Dua

Source: Google Review (2024)

Furthermore, based on the hotel's internal Key Performance Indicator (KPI), the Reputation Performance Score (RPS) target for 2024 was set at 93.6. However, the actual score achieved was only 92,34 falling short of the expected benchmark. This discrepancy suggests that while the hotel's performance is strong, it has yet to fully align with the luxury service standards expected by management and guests. These observations serve as a basis for this research, which seeks to investigate the influence of service quality on guest satisfaction and identify which dimensions of service quality may require improvement.

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Based on the observe phenomenon at Sofitel Bali Nusa Dua, challenges affecting service quality have had an impact on guest satisfaction. To illustrate this, Table 1.1 below presents the Occupancy data for the years 2022 to 2024, including corresponding numbers and percentage.

Tabel 1.1 Data Occupancy at Sofitel Bali Nusa Dua

No	Year	Occupancy Percentage
1.	2022	66%
2.	2023	78.33%
3.	2024	77.73%

Source: Sofitel Bali Nusa Dua Data Base 2024 (Appendinces 2)

Table 1.1 indicates that the occupancy rate at Sofitel Bali Nusa Dua fluctuates each year. This observation has prompted the author to investigate the impact of service quality on guest satisfaction. Understanding this relationship is crucial, as improved guest satisfaction can foster guest loyalty, ultimately contributing to increased occupancy rates.

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Revealing that if a guest is satisfied with a service, in addition to becoming loyal and using the service continuously, another aspect that arises is that the guest will recommend the services to friends and people around them. In this case, Sofitel Bali Nusa Dua presents NPS value data obtained from 2022 to 2024 to analyze the dynamics of guests who are interested in recommending Sofitel Bali Nusa Dua hotel services to others. This will be shown in Table 1.2 below:

Table 1.2 Data Net Promotion Score Sofitel Bali Nusa Dua

No	**Year**	**Net Promotion Score by member**	**Net Promotion Score by non-member**
1.	2022	47,90	35,09
2.	2023	50.00	71,35
3.	2024	62,89	59,62

Source: Sofitel Bali Nusa Dua Data Base 2024 (Appendinces 3)

Net Promotion Score (NPS) is the score that shows the percentage of promotion done by guests who were willing to recommend based on their experience. Table 1.2 shows that the NPS at Sofitel Bali Nusa Dua for members has increased every year. This indicates that the loyalty program of Accor, in terms of ALL or Accor Plus, has an impact on guest satisfaction, as the Accor program offers many benefits to its members. On the other hand, the NPS for non-members fluctuates each year.

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In research conducted by (Anisa,2021), it is explained that a company High-quality service encourages guests who are highly satisfied to be more inclined to enroll in the company's loyalty program. In this case, the Accor brand represents the loyalty program for Sofitel Bali Nusa Dua. Every hotel under Accor umbrella strives to increase the number of service users by offering the ALL and Accor Plus programs, where loyal guests of the Accor brand receive special benefits based on the program they choose and the level of program they hold. The following is the number of Accor

brand service users who joined through Sofitel Bali Nusa Dua from 2022 to 2024, as shown in Table 1.3 below:

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REPORT ALL RECRUITMENT FROM 2024-01-01 TO 2024-11-27									
HOTEL9078									
SALESMEN ALL									
HOTEL CO	SALESMAI	SALESMAI	SALESMAI	NB RECRU	NB OF INV	NB PURGE	NB VALID/	NB RECRU	NB FIRST STAY (IN MY & IN A
9078	DELETED_I	LIE	LIEDIA	0	0	0	1	0	0
9078	DELETED_I	LATNOVIA	STEFANI	0	0	2	4	0	0
9078	H706AR_R	Romadhoi	Aris Fendi	0	0	0	5	0	2
9078	H706AW_I	Winata	Alan	0	0	0	1	0	0
9078	H706HW_I	Wijaya	Hadi	0	0	0	0	0	1
9078	H706LN_R	Novelyan	Livia	0	0	0	3	0	1
9078	H706MY_F	Putra	Made Yud	0	0	0	2	1	3
9078	H706SL_RI	Lanovia	Stefani	0	0	0	2	0	2
9078	H706SP_R	Pratiwi	Sarah	0	0	0	5	0	4
9078	H706WI_R	Saputra	Wika	0	0	0	3	0	2
9078	H706WR_I	Wira	Wira	0	0	0	2	0	1
9078	H706YW_F	Wijaya	Yogi	0	0	0	1	0	3
9078	H9078AND	KAPITAN	ANDRE	0	0	0	1	0	1
9078	H9078ANN	SEPTIANN	AZARIA	0	0	0	1	0	0
9078	H9078ASR	ASRIMAYA	PUTU	0	0	0	1	0	1
9078	H9078LYDI	WU	LYDIA	0	0	0	0	0	1
9078	H9078STEI	LATNOVIA	STEFANI	0	0	0	0	0	6
9078	H9078SUD	SUDIKA	MADE	0	0	1	1	0	0
9078	Self Enrolment qrCode			4206	0	0	0	287	409
9078	Unknown	Unknown	Unknown	0	0	0	0	0	375
REPORT ALL RECRUITMENT FROM 2024-01-01 TO 2024-11-27								4239	

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REPORT ALL RECRUITMENT FROM 2022-01-01 TO 2022-12-31									
HOTEL9078									
SALESMEN ALL									
HOTEL CO	SALESMAI	SALESMAI	SALESMAI	NB RECRU	NB OF INV	NB PURGE	NB VALID/	NB RECRU	NB FIRST STAY (IN MY & IN A
9078	DELETED_I	YOGA	ADI	0	0	1	0	0	0
9078	DELETED_I	WU	LYDIA	0	0	0	2	0	0
9078	H706AA_R	Ayu Subra	Aurelia	0	0	0	4	0	0
9078	H706AR_R	Romadhoi	Aris Fendi	0	0	0	1	0	0
9078	H706AS_R	Savitri	Ardhea	0	0	0	1	0	0
9078	H706AY_R	Asrimayar	Asri	0	0	0	1	0	0
9078	H706DE_R	Dwi	Dewi	0	0	0	1	0	0
9078	H706HW_I	Wijaya	Hadi	0	0	0	1	0	0
9078	H706IK_RI	Karuna	Irvine	0	0	0	1	0	0
9078	H706LN_R	Novelyan	Livia	0	0	0	2	0	0
9078	H706MA_I	Pasek	Made	0	0	0	2	0	0
9078	H706MP_F	Pasek	Made	0	0	0	11	3	0
9078	H706MY_F	Putra	Made Yud	0	0	0	1	0	0
9078	H706SL_RI	Lanovia	Stefani	0	0	0	3	0	0
9078	H706SP_R	Pratiwi	Sarah	0	0	0	1	0	0
9078	H706TK_R	Khisna De	Tiara	0	0	0	2	0	0
9078	H706WR_I	Wira	Wira	0	0	0	3	0	0
9078	H706YW_F	Wijaya	Yogi	0	0	0	1	0	0
9078	H9078SUD	SUDIKA	MADE	0	10	2080	231	58	0
9078	Self Enrolment qrCode			1334	0	0	0	68	85
							269		
REPORT ALL RECRUITMENT FROM 2022-01-01 TO 2022-12-31								1603	

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REPORT ALL RECRUITMENT FROM 2023-01-01 TO 2023-12-31									
HOTEL9078									
SALESMEN ALL									
HOTEL CO	SALESMAI	SALESMAI	SALESMAI	NB RECRU	NB OF INV	NB PURGED II	NB VALIDA	NB RECRU	NB FIRST STAY (IN MY & I
9078	DELETED_I	YOGA	ADI	0	0	0	1	0	0
9078	DELETED_I	WU	LYDIA	0	0	1	3	0	0
9078	DELETED_I	LATNOVIA	STEFANI	0	0	0	3	0	0
9078	H706AK_R	Kennedy	Alvin	0	0	0	6	0	0
9078	H706AS_R	Savitri	Ardhea	0	0	0	5	1	2
9078	H706HW_I	Wijaya	Hadi	0	0	0	2	0	0
9078	H706MA_I	Pasek	Made	0	0	0	16	1	0
9078	H706MY_F	Putra	Made Yud	0	0	0	2	0	0
9078	H706PO_R	Olvyana	Pricillia	0	0	0	7	0	0
9078	H706SL_RI	Lanovia	Stefani	0	0	0	1	0	0
9078	H706SP_R	Pratiwi	Sarah	0	0	0	5	0	0
9078	H706WR_I	Wira	Wira	0	0	0	7	1	1
9078	H706YW_F	Wijaya	Yogi	0	0	0	9	1	0
9078	H9078SUD	SUDIKA	MADE	0	0	382	50	1	1
9078	Self Enrolment qrCode			3714	0	0	0	148	224
9078	Unknown	Unknown	Unknown	0	0	0	0	0	31
							117		
REPORT ALL RECRUITMENT FROM 2023-01-01 TO 2023-12-31								3831	

Source: Sofitel Bali Nusa Dua Data Base 2024 (Appendinces 4)

Based on the identified issues, service gaps, and negative guest reviews, the researcher is motivated to explore the topic of service quality in greater depth. Therefore, this study is conducted under the title: "The Influence of Service Quality on Guest Satisfaction at Sofitel Bali Nusa Dua".

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1.2 Research Questions

Drawing from the study's background, this research aims to explore the impact of service quality on guest satisfaction at Sofitel Bali Nusa Dua. The following problem formulations will be employed:

1. Does service quality influence guest satisfaction at Sofitel Bali Nusa Dua?
2. What is the impact of service quality on guest satisfaction at Sofitel Bali Nusa Dua?

1.3 Research Objectives

Grounded in the study's background and problem formulation, the primary objective of this research is:

1. To analyze the relationship between service quality and guest satisfaction at Sofitel Bali Nusa Dua.
2. To describe the key factors of service quality that most significantly affect guest satisfaction at Sofitel Bali Nusa Dua.

1.4 Research Significance

1.4.1 Theoretical Benefit

The findings of this study are anticipated to offer meaningful insights into enhancing service quality within the hotel industry, specifically in fostering guest satisfaction at Sofitel Bali Nusa Dua. Additionally, the research is expected to contribute to the advancement of theories related to service quality and guest satisfaction.

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1.4.2 Practical Benefit

The outcomes of this research are expected to offer the following benefits:

1. For the company

   The findings of this study can serve as an evaluative tool for Sofitel Bali Nusa Dua Hotel management to improve service quality, aiming to boost guest satisfaction for both existing and future guests.

2. For the writer

   This research fulfills a requirement for completing the study program and also offers the writer valuable knowledge and experience, allowing for scientific and objective analysis of facts.

3. For academics

   This research aims to enhance understanding of service quality and guest satisfaction among both academic communities (students) and the general public. Additionally, it can serve as a valuable reference for future studies exploring this subject in greater depth.

1.5 Limitations and Scope of Research

In this study, the author narrows the focus specifically to service quality. The research aims to examine how service quality impacts guest satisfaction. To achieve this, data is gathered from respondents who have experienced and are familiar with the service quality at Sofitel Bali Nusa Dua.

To examine the impact of service quality on guest satisfaction, the author has identified the issues at Sofitel Bali Nusa Dua to serve as the foundation for the study's indicators.

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CHAPTER V
CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the findings presented in Chapter IV, it can be concluded:

This research was conducted to examine the influence of service quality on guest satisfaction at Sofitel Bali Nusa Dua, using five dimensions of the SERVQUAL model: tangible, reliability, responsiveness, assurance, and empathy. Based on the findings, the following conclusions are drawn:

1. Service quality has a positive and significant influence on guest satisfaction.

   This answers the first research question. The results of the t-test show that service quality as a whole contributes meaningfully to how guests perceive their stay, supporting the hypothesis that service quality matters in driving satisfaction.

2. Among the five service quality dimensions, reliability and assurance were found to be the most significant contributors.

   This answers the second research question and meets the second objective.

   a. Reliability reflects the hotel's ability to deliver services accurately and dependably, such as on-time check-ins, consistent service standards, and keeping promises.

   b. Assurance reflects the professionalism and confidence projected by staff, which builds guest trust and comfort. These dimensions received the highest t-values

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and lowest significance levels in the regression analysis, indicating a statistically significant impact on guest satisfaction.

Overall, the study confirms that improving service quality—particularly in the areas of reliability and assurance—is essential for increasing guest satisfaction at Sofitel Bali Nusa Dua.

5.2 Suggestion

5.2.1. Suggestions for Service Quality Enhancement

Drawing from the findings of this research, which highlighted the significance of service quality—particularly the dimensions of reliability and assurance—in shaping guest satisfaction, the following recommendations are proposed. These suggestions are designed to be practical, immediately actionable, and aligned with the operational goals of Sofitel Bali Nusa Dua.

1. Position Service Quality as a Core Operational Focus

Given the proven positive relationship between service quality and guest satisfaction, it is essential that the hotel continues to place service excellence at the centre of its operational strategy. Immediate action:

a. Integrate service quality metrics into weekly departmental performance reviews.
b. Reinforce service commitment through internal campaigns and consistent leadership messaging.

2. Strengthen Performance Monitoring through RPS Tracking

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The gap between the 2024 RPS target (93.6) and actual achievement (92) indicates that additional efforts are needed to align service delivery with brand standards. Immediate action:

a. Break down the RPS into key subcomponents (e.g., speed, cleanliness, courtesy), assign responsibility, and monitor monthly.
b. Launch mini-RPS campaigns within departments to progressively raise performance.

3. Enhance Reliability through Consistent Service Delivery

Reliability emerged as one of the most impactful service quality dimensions. It reflects the importance of fulfilling promises and delivering services on time and without error. Immediate action:

a. Implement a simple staff-level "service log" to track commitments made to guests (e.g., special requests, follow-ups).
b. Review logs in team huddles to ensure timely completion and accountability.

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4. Improve Assurance by Empowering and Training Staff

Assurance—building guest trust and confidence—was also a key factor in satisfaction. Immediate action:

a. Conduct short daily team briefings focused on communication tone, professionalism, and confidence-building.
b. Use real case studies or guest feedback in training to help staff respond more effectively in future interactions.

5. Introduce Real-Time Feedback Mechanisms

Traditional surveys at check-out may miss real-time service lapses. Capturing feedback during the guest's stay enables timely action. Immediate action:

a. Place QR codes in rooms or outlets with quick survey links (e.g., smiley-face ratings for room, food, service).
b. Assign a team to check responses daily and follow up on low ratings within 24 hours.

6. Focus on High-Impact Service Moments

Certain moments have a greater emotional impact on guests—such as arrival, service recovery, or farewell interactions. Immediate action:

a. Develop a "3 Golden Moments" checklist (e.g., warm greeting, swift problem-solving, gracious goodbye).
b. Train all guest-facing staff to master these touchpoints and deliver them with consistency.

These suggestions aim to not only elevate service quality performance but also strengthen the hotel's competitive positioning as a luxury resort within the AccorHotels portfolio. By focusing on tangible actions that reflect guest priorities, Sofitel Bali Nusa Dua can enhance satisfaction levels and work toward achieving and exceeding its performance benchmarks.

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