UNDERGRADUATE THESIS

**ANALYSIS OF 'SIX SENSES APP' USAGE IN HANDLING
GUEST REQUESTS BY FRONT OFFICE EMPLOYEE
AT SIX SENSES ULUWATU BALI**

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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ABSTRACT

Dewi, Ni Luh Puspa. (2025). Analysis of 'Six Senses App' Usage in Handling Guest Request by Front Office Employee at Six Senses Uluwatu Bali. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: Prof. Ni Made Ernawati, MATM., Ph.D and Supervisor II: Ni Kadek Herna Lastari, M.Pd.

Keywords: Six Senses App, Front Office, Guest Request, Application Performance.

This research aims to determine the performance of 'Six Senses App' and the obstacles faced by front office employees in handling guest requests at Six Senses Uluwatu Bali. This research employs descriptive quantitative methods using observation, questionnaires, interviews, and literature studies to collect the data. The sampling technique used is census sampling, where the entire population in Front Office Department totalling 41 respondents. The data were analysed using PIECES framework, which consists of aspects of performance, information and data, economy, control and security, efficiency, and service. From the six aspects, only four were used in this research, namely performance, information and data, control and security, and service. The aspects of economy and efficiency were excluded due to limited time availability during the research process in the Front Office Department, and therefore could not be researched more deeply. Based on the results, Six Senses App is running well. The data processed show that the performance aspect has a mean value of 3.70 with a good category, the information and data aspect have a mean value of 4.27 with an excellent category, the control and security aspect have a mean value of 4.22 with an excellent category, and the service aspect has a value of 4.12 with a good category. These mean values show that the performance aspect has the lowest mean value compared to other aspects so that it requires further attention. The low mean value in the performance aspect is due to several obstacles, namely feature issues, technical issues, and user constraints.

ABSTRAK

Dewi, Ni Luh Puspa. (2025). *Analysis of 'Six Senses App' Usage in Handling Guest Request by Front Office Employee at* Six Senses Uluwatu Bali. *Skripsi*: *Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.*

Skripsi ini telah disetujui dan diperiksa oleh pembimbing I: Prof. Ni Made Ernawati, MATM., Ph.D *dan pembimbing II*: Ni Kadek Herna Lastari, M.Pd.
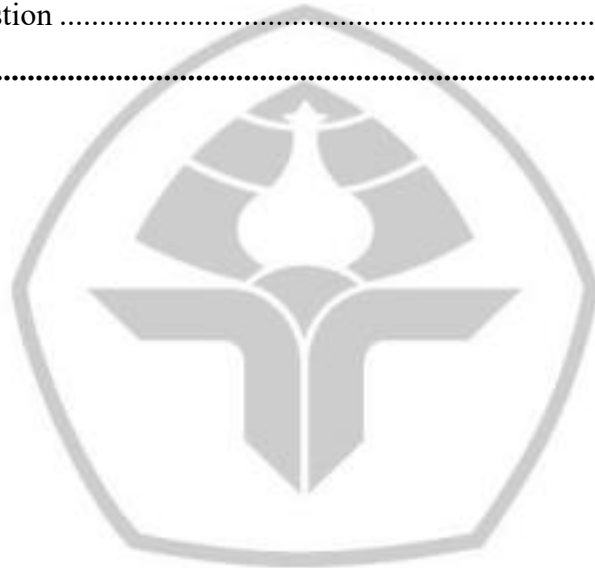
Kata Kunci: 'Six Senses App', Front Office, Guest Request, Application Performance.

Penelitian ini bertujuan untuk mengetahui kinerja 'Six Senses App' dan kendala yang dihadapi oleh karyawan front office dalam menangani permintaan tamu di Six Senses Uluwatu Bali. Penelitian ini menggunakan metode kuantitatif deskriptif dengan menggunakan observasi, kuesioner, wawancara, dan studi literatur untuk mengumpulkan data. Teknik pengambilan sampel yang digunakan adalah sensus sampling, dimana seluruh populasi yang ada di Front Office Department yang berjumlah 41 responden. Data yang diperoleh dianalisis dengan menggunakan kerangka kerja PIECES, yang terdiri dari aspek performance, information and data, economy, control dan security, efficiency, and service. *Dari keenam aspek tersebut, hanya empat aspek yang digunakan dalam penelitian ini, yaitu* performance, information and data, control and security, dan service *karena data untuk aspek* economy dan efficiency *tidak tersedia di departemen* Front Office. *Berdasarkan hasil penelitian,* 'Six Senses App' *sudah berjalan dengan baik. Data yang diolah menunjukkan bahwa aspek* performance *memiliki nilai mean 3,70 dengan kategori baik, aspek* information and data *memiliki nilai mean 4,27 dengan kategori sangat baik, aspek* control and security *memiliki nilai mean 4,22 dengan kategori sangat baik, dan aspek* service *memiliki nilai 4,12 dengan kategori baik. Nilai mean tersebut menunjukkan bahwa aspek* performance *memiliki nilai mean paling rendah dibandingkan dengan aspek lainnya sehingga memerlukan perhatian lebih lanjut. Rendahnya nilai mean pada aspek* performance *disebabkan oleh beberapa kendala, yaitu kendala fitur, kendala teknis, dan kendala pengguna.*

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF APPENDICES

CHAPTER I

INTRODUCTION

1.1. Research Backround

The development of digital technology in this modern era is growing very rapidly, allowing various information to be accessed easily online. This has an impact on various fields, one of which is tourism. This digital technology makes it easy for tourists to find information about destinations, accommodations, and to order various tourism products, which can be accessed through digital devices. One part of tourism that feels the impact of this technology is the hospitality industry. There are several technology systems used in hotels, such as OPERA, VHP, amadeus and mobile application. Some hotels have implemented mobile applications as operational tools, which can enhance the experience of guests during their stay.

A mobile application is an operating system such as IOS, Android, or Windows Mobile that can help users in doing daily activites. There are various supporting services, such as analytical services, notification services, and others, that can help increase efficiency in accesing services easily and quickly (Putra et al., 2023). In the hospitality industry, this mobile application is used by operational departments, such as the front office, food and beverage, spa, housekeeping, and other departments. The use of mobile applications can minimize the possibility of service errors, make it easier to manage guest requests, and monitor guest sactifaction with the services provided. Mobile application are usually equipped with various features such as live chat, dining, experience, transfer, laundry, spa, as

ell as the provide other services. This is not only for guest convenience but also helps improve hotel operational efficiency. One of the hotels that has implemented the use of this mobile application is Six Senses Uluwatu Bali.

Six Senses Uluwatu Bali is a 5-star luxury hotel located in Uluwatu, Badung Regency, Bali Province. This hotel has a mobile application called 'Six Senses' which functions to fulfill guest requests and needs, especially those of guests who have language barriers. This application can make it easier for guests to order or request services without worrying about the difficulty of conveying information directly to employees. This application is used by operational departments such as food and beverage, spa, housekeeping, one of which is the front office department. Available features, such as live chat and automatic notifications in the application, allow front office employees to respond to guest requests quickly, precisely and minimize the occurrence of errors.

Although the main purpose of using this mobile application is to increase employee productivity in fulfilling guest requests quickly. In practice, front office employees face obstacles in receiving guest requests through the application, such as delays in message notifications, buggy service requests that do not immediately appear as pop-up alerts to show incoming requests, and delays in the fulfillment request menu on the Six Senses App in displaying the latest requests. This condition often causes employees to assume that there are no incoming requests, which leads to guest complaints due to requests that are not immediately responded to. Usually these complaints are made verbally, either over the phone or when guests come to the front desk. The existence of this gap indicates that there is a need for further

analysis of application performance and obstacles faced by front office employees in receiving and processing guest requests. The research needs to be done to find out the application's performance help front office employees in handling guest requests. Therefore, this research raises the title Analysis of 'Six Senses App' Usage in Handling Guest Requests at Six Senses Uluwatu Bali.

1.2. Research Questions

Based on the background that has been described, there are several questions in this research as follows:

1. How does the 'Six Senses App' perform in handling guest requests in the front office department at Six Senses Uluwatu Bali?

2. What are the obstacles faced by front office employees in handling guest requests in the 'Six Senses App'?

1.3. Research Objectives

Based on research questions above, the purpose of this research are as follow:

1. To analyse the performance of the 'Six Senses App' in handling guest requests in the front office department at Six Senses Uluwatu Bali.

2. To analyse the obstacles faced by the front office employees in handling guest requests.

1.4. Reseach Significance

This research is expected to provide benefits in terms of theory and practice. The benefits obtained by this research are as follows:

1. Theoretical benefits

The results of this research are expected to contribute to providing additional information in the academic scope regarding the utilization of digital technology in the hospitality industry. This research focuses on how the performance of mobile applications can play a role in supporting hotel operations. In addition, it provides further understanding of the obstacles faced when using the mobile application. Thus, this research can be a reference for future researchers who want to explore similar topics in different hotels.

2. Practical benefits

The benefits of this research from a practical perspective are expected to contribute in the form of input and guidance a mobile application in assisting operations in the hospitality industry. The following are the practical benefits of this research

A. For Politeknik Negeri Bali

The results of this research are expected to add to the collection of literature at the Politeknik Negeri Bali and can add to academic references related to the use of technology in hospitality management. With this research, other researchers who are interested in raising similar topics related to the use of mobile applications in the hospitality industry can make it a reference for further research.

B. For the company

The results of this study are expected to provide an overview of the performance of the 'Six Senses App' in receiving guest requests and the obstacles faced by front office employees, which in the future can be used as material for hotel evaluation.

C.   For researchers

This research is one of the requirements for completing the D4 Tourism Business Management study program at Politeknik Negeri Bali and to obtain an applied bachelor's degree. In addition, this research can add to the understanding of the utilization of technology for operations that have been implemented in hotels.

1.5. Reseach Scope and Limitations

This research analyzes the use of the 'Six Senses App' in handling guest requests. The main focus in this research is how front office employees assess the performance of the 'Six Senses App' in receiving guest requests, as well as knowing the obstacles faced by front office employees in handling guest requests. This research uses the PIECES framework method which consists of 6 variables, namely performance, information, economy, control, efficiency, and service. Instead of using six variables, this research only uses four variables namely performance, information, control, and service contained in the PIECES framework to measure the performance of the 'Six Senses App' in handling guest requests. The research method used in this research is quantitative descriptive statistics, which uses mean analysis. Data collection in this research through distributing questionnaires and interviews to front office employees at Six Senses Uluwatu Bali.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1. Conclusion

Based on the results of the analysis of the 'Six Senses App' usage in handling guest requests by front office employees at Six Senses Uluwatu Bali, it can be concluded that this application has a very important role in helping communication between employees and guests, especially guests experiencing language barriers. Through analysis using the PIECES framework, which includes aspects of performance, information and data, control and security, and service, it was found that there are several items that need attention, especially in the aspects of performance and service.

In the performance aspect some of the problems identified include applications that experience errors when used, delays in receiving messages or requests from guests, some features that cannot always display the latest requests, and slow application responses. This makes front office employees late in responding to guest requests, which has an impact on guest dissatisfaction with the services provided. Therefore, hotel management can take improvement steps by collecting feedback from front office employees to understand the technical problems experienced when using the application. This step is done as a basis for application improvement, by involving the IT department in conducting a thorough system check to resolve errors and optimize application performance and response. In addition, regular maintenance should also be carried out to ensure the application remains stable and under monitoring.

The results of the analysis of information and data aspects show that the information and guest request data displayed on the 'Six Senses App' are in accordance with the needs of front office employees in processing guest requests. In addition, the information displayed is easy to understand, and the features available on this application also make it easy for users to operate. However, on the buggy request display there needs to be more detailed information. This is needed to support the efficiency of bellman work in delivering guests to the intended location.

The control and security aspects of the 'Six Senses App' are excellent. However, because access to pairing code information is too limited, only telephone operators' section has access. This makes the work of some sections or other departments a little hampered.

The service aspect found that sometimes there is inaccurate information in the Six Senses app, such as activity prices that are not up-to-date. The difference between the price listed on the app and the actual price has the potential to cause complaints from guests. Therefore, coordination with the marketing and communications department is needed to ensure that information, especially related to prices, is always updated and in accordance with the latest conditions, to avoid misinformation in service to guests.

Although overall the 'Six Senses App' can still receive guest requests well. The information provided in the application is easy to learn and understand by users, the appearance is attractive, the information displayed is in accordance with operational needs, and the filter feature can make it easier to process guest requests.

5.2. Suggestion

Based on the research results which show that the 'Six Senses App' still faces obstacles both in terms of features, technical, user constraints that can hinder the response to guest requests. The hotels are advised to conduct periodic evaluations of the performance of this application by involving the IT department as well as feedback from the front office which can help recognize technical errors that often occur when the application is used. This evaluation is important to identify and fix technical weaknesses and existing features to ensure the application can function optimally in supporting guest services.

In addition, the hotel and management need to consider adding detailed information features such as guest destination information on the buggy request display to improve bellman efficiency when delivering to the destination location. Regarding access, the application should be accessible to all relevant departments, to make it easier to follow up on guest requests. In addition, it is also recommended for the duty manager to conduct training using the 'Six Senses App' to all front office employees, such as sending activity files or restaurant menus via the live chat feature, using features to schedule or complete some guest requests, and how to get a pairing code to connect the guest's 'Six Senses App' with the hotel system. This will not only improve work efficiency, but also contribute to improving the quality of service provided to guests.

Future research is recommended to use all variables contained in the PIECES framework (Performance, Information, Economy, Efficiency, and Service) to analyse more deeply application performance. In addition, the scope of research can also be expanded by researching the use of applications other than the front office

department, such as the food and beverage (F&B) department, in order to provide

a comprehensive assessment of application performance.

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