

**SERVICE AND FACILITY IMPROVEMENT TO INCREASE  
CUSTOMER'S SATISFACTION AT DEDY JAYA CILEDUG  
HOTEL**

**A THESIS**

**Submitted in Partial Fulfillment of the Requirements for the Degree of  
Bachelor of Engineering in Industrial Engineering**



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2022**

## IDENTIFICATION PAGE

A thesis on  
**SERVICE AND FACILITY IMPROVEMENT TO INCREASE CUSTOMER'S  
SATISFACTION AT DEDY JAYA CILEDUG HOTEL**

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## DECLARATION OF ORIGINALITY

### DECLARATION OF ORIGINALITY

I, the undersigned below.

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I hereby declare that the thesis entitled "Service Quality Improvement at Dedy Jaya Ciledug Hotel" is the result of my research and has never been submitted for any other degree.

I certify that to the best of my knowledge and belief, this thesis which I wrote does not contain the works of parts of the works of other people, except those cited in the quotations and bibliography

If in the future there is a discrepancy with this statement, then I am willing to be prosecuted and processed following the applicable provisions in accordance with the Peraturan Menteri Pendidikan Nasional Republik Indonesia Nomor 17 Tahun 2010 concerning Prevention and Overcoming of Plagiarism in Higher Education made by the Ministry of Education and Culture The Republic of Indonesia.

Thus this statement is made truthfully.

Cirebon, 16 July 2022



Meldy Dwiyanto Pakpahan

## DEDICATION PAGE

Let us hold unswervingly to the hope we profess, for he who promised is faithful.  
(Hebrews 10:23)

...

### **My forever muse – My father,**

I thank you for always prioritizing me before you. Thank you for never giving up on me and for never letting me down even when we are in a bit of a tight spot.

Your role as a father inspires me to do better each and every day.

...

### **My other half – My mother,**

Who had always been my best friend and my meaning in life. I'm very grateful that you never give up on life, that you can see me being the person that I am today. A "thank you" could not describe how thankful I am to have you on this endeavor with me.

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...

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...

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## RESEARCH APPROVAL



Cirebon, 9 September 2021

Kepada :  
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Dengan Hormat,

Sehubungan dengan pengajuan penelitian mahasiswa dengan judul "*Service Quality Improvement at Dedy Jaya Ciledug Hotel*" maka dengan ini saya menerangkan bahwa mahasiswa berikut:

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Diperkenankan untuk melakukan penelitian di tempat usaha yang saya kelola. Demikian surat keterangan ini dibuat agar dapat dipergunakan sebagaimana mestinya.

Atas perhatian dan kerjasamanya, saya ucapkan terima kasih.



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4. Mrs. L. Bening Parwita Sukci, S.Pd., M.Hum. as the second supervisor lecturer who leads me to enlighten the report to the best academic writing it can be.

I hope that the research report can provide beneficial information for those interested in the related subject.

Cirebon, 2 July 2022

Meldy Dwiyanto Pakpahan

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## ABSTRACT

The increasing diversity of how people enjoy tourism increases the demand for the diversity of tourism places; this is what makes tourism one of the sectors that plays an important role in Indonesia's economic development. Developer companies are competing to meet the demands for tourist destinations in various places in Indonesia. One of those essential places is a hotel.

Dedy Jaya Hotel Ciledug is a 1-star hotel located in Ciledug District, Cirebon Regency, West Java. Having been operating for two years since 2020, Dedy Jaya Hotel is still in the stage of expanding its target market around Cirebon Regency. For two years of running its business, the Dedy Jaya hotel has provided the best service according to the capabilities and conditions of the hotel and its employees. However, issues related to service quality are inevitable for all business owners.

Problems related to slow service and poorly maintained facilities are one of problems that customers complain about. This problem may arise due to the hotel's lack of work system, problems related to service methods, employee errors, or improper worker positioning systems. Based on discussions with stakeholders, business process improvement is a critical thing that must be prioritized first because the problem is directly related to the customer.

Based on the existing problems, the SERVQUAL approach is used to determine the hotel service gap. The results of the SERVQUAL approach are then processed using Importance Performance Analysis to determine the service attributes that need to be improved. The results found that of the 20 attributes of housekeeping services, 3 attributes needed to be improved. While out of 19 food and beverage services, there are 5 attributes that need to be improved. The final result of this research is a solution design to overcome the hotel service attributes that are still lacking. On a note that the solutions designed is based on the hotel's current condition. Therefore, periodic research is needed to accommodate the best optimum solution according to the latest conditions in the hotel.

**Keywords: hotel service, service quality, SERVQUAL, Importance Performance Analysis, fishbone diagram, interrelationship diagram.**