
Implementation Of Service Excellence In The First Experience Guest Become Guest Repeater At Hotel Chanti Semarang.

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***Abstract.** Guests who come to Hotel Chanti are expected to have first impression which is good, but the location, parking, location of the lobby makes a bad impression on guests. In addition, the projection to render first experience guest become repeater guest not running optimally. The research objective is to describe the implementation service excellence on first experience guest and describe how to seduce first experience guest become a guest repeater. The research method used is a qualitative method with a descriptive type. Data collection techniques using observation techniques, interviews, and documentation. The research results consist of the first two things, implementation service excellence on first experience guest including serving with a positive and humble attitude, identifying guest needs, providing for guest needs, providing suggestions and appropriate solutions. Second, how to lure first experience guest become repeater guest including quality service, prioritizing guest wishes, providing the best experience, providing attractive promos, establishing good relations with guests, and providing rewards.*

***Keywords:** Implementation of Service Excellence, First Experience Guest, Repeater Guest, Hotel.*

INTRODUCTION

Indonesia is a country that is involved in developing the progress of the tourism industry sector to support national income and economy as a whole. Hotel is one of the biggest industries in the world *hospitality* which provides a place to stay for guests who need a place to stay at a certain time or for a long time and not only provides a place to stay but also a restaurant to eat, *spa*, and other facilities. Hotel Chanti Semarang is a 4-star hotel in Semarang. The hotel which was established in 2016 under the auspices of PT.Aura Nusantara. In the period September 2022 - February 2023 on average *occupancy* Hotel Chanti Semarang at 77%. When *weekday* rate by rate *occupancy* at 81% and at the moment *weekend* rate by rate *occupancy* at 74% (Front Office Hotel Chanti Semarang, 2023).

Implementation *service excellence* its application is required in work operations in hotels to help smooth the guest stay service process. implementation of a *service excellence* must be implemented in serving guests who stay overnight, of course in accordance with the work procedures implemented by the hotel. *Service excellent* is a translation term from “Prime Service” which literally means the best or the very best service. According to Rahmayanty's opinion in Juanamasta, et al (2019) excellent service is a quality standard that develops consistently following the desires of customer needs. A problem and obstacle faced during a guest's stay must be handled with the right solution. According to Tjiptono and Chandra (2012) *service excellence* consists of four main elements, namely speed, accuracy, friendliness, and convenience. All existing problems must be answered and handled quickly. The hospitality and care of the hotel staff really helps guests to feel more comfortable and trust the services the hotel provides. According to Kasinem (2020) *service excellence* owned by the hotel is the key to guest satisfaction and making guests feel valued, *service excellence* provided to meet guest satisfaction expectations. *Service excellence* is a standard of service quality in meeting guest satisfaction.

Guests who don't have experience staying at a hotel, of course they don't know the existing service procedures, so they need a skill from the hotel staff to serve in totality and professionalism. *First experience guest* is the guest's first stay at the hotel. The first guest experience is very influential on the guest's view of hotel services which raises the next action step in choosing a place to stay. The guest experience when staying at a hotel can certainly vary from the experience at other hotel stays. Hotels will give different first impressions with different times of stay. The first impression given can be through the hotel building, hotel facilities, smooth access to the hotel, smoothness at the time *check in*, to the hospitality and service provided by the hotel staff. First impressions can also arise from events that occur in the environment around the hotel or the hotel itself, such as Gabriella Amelia Dewi and Jason Daniel's previous research entitled *Influence first impression on service quality front desk on consumer satisfaction at star hotels in Indonesia* (2018), the difference with this study, the method used by researchers is a qualitative method.

According to Gitelson and Crompton (1984) in Al-Azzam, M.H *et al* (2022) suggests that guests who are for the first time or have their first experience coming to a particular hotel are more likely to be younger, single and come only to stay and take a vacation and look for variety and new things. Just like Cynthia Asrivionny and Adytia Yeni Yuniawati's previous research entitled *Influence Customer Experience to revisit Intention At Trans Luxury Hotel Bandung*. (2013), the difference with the author's research is the research object *service excellence on first*

experience guest become *repeater guest*. A memorable first experience leaves guests to deliver *feedback* positive attitude towards the hotel's services and build close relationships with guests. *Image* the hotel will also be good in the eyes of guests and other members of the public so as to build further trust in the hotel for the next choice of stay. Conversely, if the guest has the first experience of staying at a bad hotel, the guest will complain about the dissatisfaction received and can be of the view that *image* the hotel looks ugly in the eyes of the public because these guests can share their experiences with others by means of social media or directly informing other people. As for the hotel, there are types of guests *repeater*, categorized as a guest *repeater* because these guests stay repeatedly at the hotel with the number of times in a year. Agung Sri Sulistyawati's previous research was entitled Study of Motivation *Repeater Guest* At the Tandjung Sari Hotel Sanur (2014), the difference between the researcher's discussion is a process *service excellence* become *repeater guest*. Visitor *repeater* will be categorized as a VIP guest if the guest earns points based on the number of stays in a year and has loyalty to the hotel.

RESEARCH METHOD

According to Sugiyono (2013) the research method is a way of making scientific work to obtain data that has specific purposes and useful functions. Based on this, there are four keywords that become points, namely, the scientific method, data, purpose and usability. The author of this study uses descriptive qualitative research methods, qualitative descriptive research is a method with a case study approach. According to Rukin (2019) qualitative research is a research investigation that tends to use analytical methods regarding events. In the research process and utilization of the theoretical basis, it is carried out so that the research focus is in accordance with the facts in the field. According to Rukin (2019) is a scientific activity based on analysis that is carried out systematically, revealing the truth as a manifestation of the human desire to know what is being faced. Qualitative research is a type of discovery discovered by statistical procedures and reveals symptoms through collecting data from natural settings with the author as the key instrument. Qualitative research is descriptive in nature and tends to use an inductive analysis approach.

FINDINGS AND DISCUSSION

Implementation Service Excellence in First Experience Guest

Aspects of implementation *service excellence* On *first experience guest* namely serving with a positive and humble attitude, identifying guest needs, providing for guest needs, provide the right advice and solutions for guests. Implementation aspects *service excellence* on *first experience guest* the explanation is as follows;

1. Serving With a Positive and Humble Attitude

In Sembiring's opinion (2021), in providing excellent service, elements within oneself are needed with positive emotions, positive thoughts, and a healthy soul, so the services provided will be of high quality. As a Chanti Hotel staff, it tests the professionalism of the hotel staff because hotel staff must serve kindly, smiling and patiently even though the actual conditions are not good. According to the opinion put forward by Jerry (2023) that another positive attitude that can be applied is to treat guests as brothers. Based on Jerry's statement above about treating guests like brothers, it means that Hotel Chanti staff show an open and family attitude. This can be observed when researchers are directly involved in service case study activities to guests. Treat guests as relatives which means guests are also part of relatives or family at Chanti Hotel.

2. Identify Guest Needs

According to Rizan and Nopiska (2012) suggest that identifying customer needs first involves searching for customer statements then becoming customer needs. To identify guest needs, the actions taken by Hotel Chanti staff when serving guests are guest preferences. According to Jerry's statement (2023) that we as staff when receiving and serving guests can ask guests for preferences *first experience* during processing *check in* or when booking a room. It is very important for Chanti Hotel staff to know the preferences, needs, tendencies that guests want, in accordance with the statement of Kotler and Keller (2012) consumer preferences are consumers' preferences from a variety of existing product choices.

3. Providing Guest Needs

A hotel is an accommodation place to stay by offering services that are of sale value to guests. Services available at hotels according to Abarca, (2021) include: (a) Reservation Acceptance Services; One of the reservation services at Hotel Chanti Semarang is by telephone operator which will be received by the operator, the operator will record guest room reservations based on date of stay, length of stay, number of people staying, type of room, and other requests such as *extra bed*, *baby coat* then handed over to the reservation or *front office agent* order immediately on *input* Of *system*. (b) Service *valet parking* Service *dances* at Hotel

Chanti Semarang has a procedure, namely the arrival of the guest's car immediately offers delivery of guest goods and services *dances* by giving *take the whey* for the return of car keys in *counter vallet*. The direct aim of offering a service *valet parking* is to guarantee no damage to the guest's car and easy access due to the lack of parking area at Hotel Chanti. (c) Information center services, all staff or employees at Hotel Chanti Semarang have duties and responsibilities as an information center for guests. The Front Office Department in particular is the front line that interacts with arriving guests. During the 6-month internship period, researchers often met guests asking where to buy typical Semarang souvenirs, the nearest culinary spots, Semarang tourist destinations. (d) Luggage storage services Hotel Chanti Semarang accepts goods storage services handled by the department *concierge*. During the 6-month internship period the researcher handled the safekeeping of goods, namely luggage, bags, food, guest valuable documents. Food storage should be handled properly as a staff *concierge* must know the food should be stored in *freezer, chiller*, or an ordinary dry place depending on the type of food deposited. (e) Services for providing food and drinks at restaurants Food and beverage services at Hotel Chanti are available at Barcha for drinks and Layana restaurants. The beverage service at Barcha has a menu variant, namely coffee, mocktails and cocktails and is also available *live Music* on Wednesday, Friday, Saturday. Food service is in the restaurant Layana which opens starting time *breakfast, lunch, and dinner*. Varied foods such as traditional Semarang food, *Asian*, and *Western*. (f) Room service at Hotel Chanti is available 24 hours a day for guests who want to order food based on the menu book that is already available in the room and is also available to lend cutlery to guests. (g) Housekeeping services at Hotel Chanti, namely PMR room cleaning services every day starting at 8 am to 5 pm. Service *laundry* 24 hours, installation service *extra bed, baby coat*, borrowing prayer equipment, iron, additional *amenities* for 24 hours.

Other guest needs at Hotel Chanti Semarang to support services, namely hotel facilities such as spa services, swimming pools, restaurants, bars and meeting rooms, diva karaoke. As for other things that are needed by guests that are outside of that context, namely something other requests such as for example calling for taxi transportation for guests to use when traveling.

4. Providing Appropriate Advice And Solutions For Guests

As staff at Hotel Chanti Semarang, especially the front office, namely *front office* Department which is an information center that can be provided to guests according to Darsono (2011) one of the functions *front office* The department is the center of information. As an information center, staff *front office* Hotel Chanti has extensive information then can provide helpful advice to guests. Providing solutions to all complaints and criticisms submitted by guests is an action that shows that the hotel cares about the voices expressed by guests. Complaints and criticisms can come from dissatisfaction or discrepancies with guest expectations when feeling and seeing everything that is there.

Ways to deal with guests who are angry with their complaints at the hotel are as follows; Apologize, Calm guests, Listen to complaints until they are finished, Avoid arguing with guests, Feel what guests feel, Follow up, Say thank you because guests have submitted complaints. It is the same as how to handle guest complaints put forward by Hadi, W. (2014) listening to guest complaints, not interrupting guest conversations, inviting guests to a quiet place, feeling part of the guest's problems, concluding guest problems, immediately providing solutions to guests.

How to Enchant *First Experience Guest* become *Repeater Guest* through *Service Excellence*.

Based on experience and in-depth observation, researchers find ways to attract *first experience guest* become *repeater guest* through power *service excellence* owned by the Chanti Hotel which the researcher draws as follows;

1. Quality Service

According to Arianto's statement (2018) service quality is focused on meeting needs and requirements, on timeliness to meet customer expectations. Based on direct observations in the field, the quality of service at Hotel Chanti Semarang is to meet guest needs quickly, without errors, beyond expectations according to *onetag line* hotels *ie exceed expectation* namely exceeding expectations so that it becomes a work culture at Hotel Chanti Semarang. Hotel Chanti staff when serving guests always offer something until guests feel satisfaction.

As for several factors included in the measure of service quality in accordance with the dimensions of service quality according to Kotler and Keller (2012), namely; (a) Physical appearance (*Tangible*) The physical appearance of the Chanti Hotel is the cleanliness and comfort of the rooms and hotel environment, the appearance of the hotel staff is clean and tidy, the architecture in the hotel is typical of Javanese culture. (b) Availability of collateral (*Assurance*), guarantees given by Hotel Chanti to guests who come to stay include a sense of

security and comfort, a guarantee of guest needs. (c) Responsiveness (*Responsiveness*) Hotel Chanti in carrying out its services to guests, seen when the staff is always *stand by* starting at the arrival of guests at the hotel, receiving calls from guests with a quick response, following up on guest requests quickly. (d) Concern (*Empathy*) Based on direct observations and experiences experienced by researchers during the internship period at Hotel Chanti, researchers often meet and assist guests with their needs, such as guests asking for help looking for a doctor. Chanti hotel staff quickly immediately find a doctor who can be contacted and brought in when guests need it. (e) Ability to Provide services to Customers (*Reliability*) The company's ability to provide services that meet customer expectations accurately and reliably.

2. Prioritizing Guest Desires

According to Merriam Webster in the journal Aulia, D., *et al*(2023) the meaning of priority is something that is felt important than others that must be done or completed first. This means that all requests submitted by guests to Hotel Chanti staff must be carried out immediately in a professional manner regardless of the background of guests staying at Hotel Chanti. According to Debora (2023) that we always provide the same and equal service to every guest at Hotel Chanti.. To achieve guest satisfaction, Hotel Chanti staff provide *service excellence* to every guest who comes and stays without distinguishing the background of the guest so that satisfaction can be felt equally to the guests of Hotel Chanti.

According to Daryanto and Setyobudi (2014) one of the principles of excellent service is prioritizing customers which means that everything the customer wants and needs must be fulfilled according to their expectations. The guest's wish is a form of expression of the hope they want to get, the guest's expectation criteria can be grouped into three, namely; (a) The basic expectation that guests want at Hotel Chanti is to get a clean and comfortable room according to the reservation made, *service check in* which is easy, get a car park, equipment in the room, food and drinks. (b) Additional services available at Hotel Chanti namely *free access wifi* fast, facilities such as swimming pool, *gym*, karaoke, luggage and food storage services, services *valet parking*. (c) Attractive services Hotel Chanti provides attractive event promos such as promos *meeting package*, *wedding*, *halloween*, *Ramadan*, Christmas and New Years. Providing promos for new food and beverage menu innovations and holding *live* music in a bar or restaurant. All of these things will make activities at Chanti Hotel livelier and more interesting.

3. Give *Best Experience*

According to Kinder,*et al* (2011) quality in the hospitality business, that 4-5 star hotels provide above average service quality including friendliness, security, service experience. Like interview data, in the opinion of Jerry (2023), researchers say that to serve guests who have never come to Chanti, we as staff must serve wholeheartedly and treat guests as brothers and sisters so that guests feel comfortable and can get the best experience with the hope of being able to stay again for the next trip. In Jerry's opinion, making guests feel comfortable makes *best experience* to guests *first experience* at the Chanti Hotel. Experience that makes a difference with other properties there by creating a competitive rivalry with other competitors.

To create a positive experience for guests there are 5 stages of creating an experience from *Experiential marketing* according to Idelle (2012), namely; (a) The Five Human Senses, based on interview data obtained in the opinion of Debora (2023), in my opinion, maintaining the appearance, cleanliness and comfort of the hotel. In Debora's opinion, maintaining the appearance of staff is very important in creating a first impression for guests *first experience* then also the cleanliness and comfort of the hotel so that it will form a good experience for guests who come and stay at Hotel Chanti. (b) Feelings, such as interview data in the opinion of Jerry (2023) that serve with a positive and humble attitude, serve wholeheartedly considering guests like brothers. In Jerry's opinion this is an implementation on the guest *first experience* through serving with a positive and humble attitude and serving wholeheartedly by treating guests as relatives, it will reach the feelings of guests deeply in the heart so as to foster a good experience. (c) Thoughts, according to the experiences and observations that researchers have experienced in a Chanti Hotel service condition where guests who convey their aspirations to hotel staff are then responded to and staff are involved in it then create positive communication interactions between guests and Hotel Chanti staff. (d) Behavior, based on direct observations of researchers at the behavior of Hotel Chanti staff towards guests *first experience* by showing a positive and humble attitude, appreciating that guests are talking, conveying information in a polite and courteous manner so that guests who feel and see will feel happy about the warm attitude shown by the Chanti Hotel staff. (e) Similarity. After reaching the five senses, feelings, thoughts, behaviors, a similarity will be formed that makes Hotel Chanti guests feel comfortable and safe staying at Hotel Chanti.

In the opinion of Agilika and Brahmanto (2021) hotel services that can provide a good experience are;

- (a) Providing easy reservation services, when potential guests of Chanti Hotel want to be in the process of ordering a room either through *online travel agent* or order directly, the hotel staff who accepts reservations explains in detail the entire process using polite and gentle language using spoken language that is easily understood and understood by potential guests. Reservations by telephone will be accepted by the operator any time at any time. Record all requests submitted and recommend based on preferences that are relevant to the candidate.
- (b) Offer *early check in* to guests, when the room reservation is complete, Hotel Chanti staff makes an *offer check in* early, so that upon arrival of guests at the hotel the room that was ordered was ready. This will make guests feel prioritized.
- (c) Ensuring process *check in* running smoothly and well, *Front desk agent* Hotel Chanti in charge of serving the process *check in* will be able to process *check in* run smoothly and according to procedures so that the information obtained by guests can be conveyed properly. Do the process *check in* effectively and efficiently.
- (d) Establishing communication as a family, Hotel Chanti staff when establishing communication with guests is carried out starting when booking a room, the process *check in*, during the stay, communication is carried out in a friendly and polite manner by establishing communication like a family by using greetings Mr, Mrs, Brother, Sister. So in this way a more intimate and personal communication is established.
- (e) Maintaining the appearance of hotel staff, Hotel Chanti staff always maintain appearance at all times such as cleanliness, tidiness, *grooming* good manners, and polite and humble body language.
- (f) Greet with a friendly and sincere smile when welcoming. Giving a smile, greeting in a friendly and sincere manner, being positive and humble when establishing communication interactions with Hotel Chanti guests, so guests will also feel a positive and comfortable aura when interacting at any time.
- (g) Ensuring cleanliness, tidiness, comfort of rooms, *Housekeeping* is the department in charge of and responsible for the cleanliness, tidiness and comfort of the rooms. Hotel Chanti's housekeeping staff is in charge of maintaining the cleanliness of the rooms every morning to evening and the hotel environment at all times so that guests will feel comfortable and happy.
- (h) Improving Chanti Hotel facilities, providing quality facilities within the hotel such as the availability of a swimming pool and *gym* which equipment is included *gym* complete, improve service in restaurants and bars by holding *live* music, new product innovation, providing karaoke facilities for singing will be a differentiator and an attraction for guests, improving the quality of the hotel's wifi internet speed.
- (i) Improving the quality of delicious food and drinks, Hotel Chanti makes various innovations in food and beverage products according to guest preferences, makes a wide variety of breakfast food choices, provides traditional regional

specialties to increase guest interest. (j) Informs and offers attractive promos at the hotel, All Hotel Chanti staff always inform and offer promos that take place at the hotel either verbally or through direct and on social media. Attractive promos such as new food menu promos, spa service promos, events held in restaurants and bars in welcoming special days such as New Year and Christmas, Ramadan, *valentine*, *halloween*, and so on.

4. Providing Attractive Promos

Promotion is a marketing effort made by the hotel to introduce products and services to customers. Attractive promos will be more effective in reaching the target market because customers will feel happy with an innovation that is relevant to market demand, Rahadian & Pratomo, (2013). Promotion in the form of advertising is carried out by spreading promo advertisements through social networks on the internet because at this time people are more inclined to use the internet in their daily lives. The hotel's goal in making promos through advertising on the internet platform is to introduce the hotel brand to the public which will be a differentiator in value from hotel properties to others. Advertising is done as a means of communicating to potential guests about the property's distinguishing value and builds trust and relevance.

Examples of promo terms at Hotel Chanti Semarang; (a) *Promos Room Only*, This promo only applies to guests of Hotel Chanti, which is only for rooms and does not include breakfast. Breakfast service, or using other paid facilities will incur an additional fee. (b) *Early Bird*, This promo is given to Hotel Chanti guests who book hotel rooms in advance and can even reach 1 year before the day *check in*. There are various types of promos such as 3 months, 1 month according to hotel policy. (c) *Special Deal Only*, This promo is available for travelers who make reservations at special prices (cheaper) and along with the benefits obtained in accordance with conditions such as *include breakfast for 2 person*. (d) *Room package*, This room package promo offers a special price along with several benefits. Example: *Ramadan Room Package Which include breakfast*, breakfast for 2 people, and *takjil*.

Besides available on the platform *online travel agent*, hotels in an effort to provide other attractive promos can be done through social media. Provide discounts on food prices in restaurants on special days by offering a variety of new product innovations to customers. Examples of attractive promos in the form of advertisements at Hotel Chanti Semarang; (a) *Promo Halal Bihalal*, Halal Bihalal interpreted as forgiveness after performing the fasting month of Ramadan, usually held in a place (auditorium, hall, etc.) by a group of people which is a typical Indonesian custom. Halal Bihalal is usually celebrated in the family like *open house* receive incoming guests. Likewise, promos *buffet Halal Bihalal* Hotel Chanti Semarang

routinely offers to tourists who want to celebrate halal bihalal at Hotel Chanti Semarang with their families, Promo *Buffet Halal Bihalal* Hotel Chanti Semarang, offers a special price including *backdrop, standard decoration, 4 hours room usage*. (b) Promo *Valentine Dinner*, carried out at the end of January until mid-February. (c) Chanti Semarang Hotel Easter promotions are held at Barcha with special prices, set menus, *kids activity*.



Picture 4. 1 Halal Bihalal Promos

Source: Instagram Hotel Chanti, 2023



Picture 4. 2 Valentine Promos

Source: Instagram Hotel Chanti, 2023



Picture 4. 3 Easter Promos

Source: Instagram Hotel Chanti, 2023

5. Establish Good Relations With Guests

GRO is a bridge between guests and the hotel in establishing communication relations with guests both when guests are *in house* or outside the hotel such as handling reservations for example. Communicating with guests must be carried out responsively and quickly in responding to everything ordered by guests and ensuring there are no errors in informing them, Estikowati, (2016). The following is the communication carried out by GRO according to the results of observations and interviews with the author so that the relationship between guests and the hotel goes well, namely;

(a) Be friendly and humble. The interaction between staff and guests at the Chanti Hotel must use polite and friendly words with gentle delivery and then apply a polite and courteous attitude. Doing so is either in-person interaction, telephone communication, or electronic mail / e-mail. (b) Responsive and responsive, always pay attention to all messages conveyed by guests received via email, personal contact, or telephone to Hotel Chanti then respond quickly as a form of attention and concern for guests. Answer all messages and calls using polite and courteous, gentle and friendly delivery. (c) Making Relationships More Personal, The relationship between Chanti Hotel staff and customers will be better if the interaction and communication relationships are more personal by asking more personal things such as asking for favorite food menus, preferred types of beds, requests that must be provided. Responding to all messages conveyed quickly and accurately so that the relationship is stronger.

6. Give Rewards

On the journal Wibowo, A., *et al* (2015) put forward the opinion that the hotel should offer a member card, because by having a card *member* provide benefits both for customers and for hotels. Consumers will be more loyal to hotels because they have registered as hotel members. Such as interview data in the opinion of Michael (2023) that because we offer member cards to guests as an expression of reciprocity to guests for their loyalty to the hotel. The conclusions of the researchers are based on Michael's opinion that appreciating the loyalty of guests to the hotel is a very important attitude to attract guests who have a sense of loyalty to the hotel. Hotels do not only think about one-sided benefits but pay attention to the appreciation shown to loyal guests of Hotel Chanti Semarang. Give *rewards* based on guest loyalty such as number of stays in a year, shopping activities *merchant* Hotel Chanti is a form of loyalty shown so that the hotel's response is to provide an offer with registration *member* as a form *rewards*. *Rewards* The cards given have their respective advantages according to the level of the card category *member* obtained by loyal guests of Hotel Chanti Semarang. *Rewards* is a form of appreciation given by the hotel to loyal guests. This program aims to foster a sense

of guest loyalty to hotel products and services. Hotel Chanti Semarang has a rewards program to make its loyal customers happy. *CalmRewards* became an innovation from Hotel Tentrem Group as a form of appreciation to loyal guests. Tentrem Rewards is divided into four types of membership, viz *Blue*, *Gold*, *Platinum*, and *Black*. Benefits that guests get when they become members of Hotel Tentrem Grup such as *free room upgrade*, *free laundry*, *time check out* older ones, and access to *executive Lounge*.



Picture 4. 4 Tentrem Rewards Membership Type

Source: hoteltentrem.com, 2023

CONCLUSION AND RECOMMENDATION

The conclusion obtained is implementation *service excellence* *To first experience guest* at Hotel Chanti Semarang is to provide service with a positive and humble attitude, identify guest needs, provide for guest needs and always provide the right suggestions and solutions for guests when facing problems that are always implemented so that it becomes a work culture inherent in Hotel Chanti Semarang services so that hotel guests always get *service excellence*. Alluring way *first experience guest* become *repeater guest* at Hotel Chanti Semarang is by fostering a sense of guest loyalty and providing services and offers that can make guests feel satisfied and proud, namely providing quality service, always prioritizing guest wishes, providing *best experience* for guests during their stay, provide attractive promos, and provide *rewards* to loyal guests after registering *member* Hotel Chanti so that guests feel proud because they feel very valued then guests will repeatedly stay at Hotel Chanti Semarang.

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