

Research Article

Harris Hotel Bandung's Strategy in Providing Excellent Service for Guests

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Abstract: This study aims to explore the strategies implemented by Harris Hotel Bandung in an effort to provide excellent service to guests. The background of this study is rooted in the importance of high service quality in the hospitality industry to increase guest satisfaction and loyalty. The method used is a qualitative approach, with data collection through in-depth interviews and direct observation at the hotel. The research results revealed that Harris Hotel Bandung implements various strategies, including regular employee training, utilization of technology to improve service efficiency, and a personal approach in interacting with guests. The hotel also pays special attention to guest feedback to continuously improve the services provided.

Keywords: Quality of service, Service strategy, Harris hotel Bandung

1. Introduction

Harris Hotel Bandung is known as one of the hotels that offers high-quality service and a pleasant stay experience for its guests. In the midst of increasingly tight competition in the hotel industry, having an effective strategy in providing quality service is very crucial to retain and attract customers. This study aims to analyze the strategies implemented by Harris Hotel Bandung in realizing excellent service and to understand how this hotel meets the expectations and needs of its guests.

The title "Harris Hotel Bandung's Strategy in Realizing Excellent Service for Guests" was chosen because of the importance of understanding how the strategy contributes to customer satisfaction. Excellent service does not only depend on the facilities provided, but is also determined by interaction with staff, speed in responding to requests, and the ability to meet guest expectations. Through the analysis of strategies implemented by Harris Hotel Bandung, this study is expected to contribute to the development of better service strategies in the hospitality industry.

Although there have been several previous studies examining service aspects in the hotel industry, there is still a gap in research specifically on service strategies implemented by certain hotels, including Harris Hotel Bandung. Here are two relevant previous studies:

1. First Study: "The Effect of Service Quality on Customer Satisfaction at Harris Hotel Bandung" This study highlights the importance of service quality in achieving customer satisfaction, but does not discuss specific strategies implemented by hotels to achieve this quality. The focus of this study tends to be general and not focused on a particular hotel.
2. Second Study: "Hotel Marketing Strategy Analysis in Increasing Customer Loyalty" This study discusses marketing strategies in general in the context of hospitality, but does not delve into the service aspect in more depth. This study emphasizes more on marketing strategies and less on how excellent service can increase customer loyalty.

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By filling this gap in research, this study has the potential to provide new insights into how Harris Hotel Bandung implements specific strategies to achieve excellent service, which ultimately contributes to customer satisfaction and loyalty.

Excellent service strategy is a systematic approach used by an organization to provide the best service to customers in order to create satisfaction, loyalty, and a positive image of the company. According to Tjiptono (2019), excellent service consists of three main components, namely attitude, attention, and action that must be applied in every aspect of interaction with customers.

In the hospitality industry, excellent service strategy is a key factor in building long-term relationships with guests. Lupiyoadi (2018) explains that excellent service in the service sector, including hospitality, must meet several main principles, including:

1. Speed and Accuracy of Service
 - a. Fast and accurate service process will increase guest comfort and reduce excessive waiting time. Friendliness and Empathy
 - b. The friendly, polite and empathetic attitude of hotel staff can create a pleasant stay experience for guests.
 - c. Quality of Facilities and Services
 - d. In addition to interactions with staff, the quality of facilities such as rooms, restaurants and public areas also contribute to guest satisfaction.
2. Understanding Guest Needs and Expectations
 - a. Every guest has different preferences, so hotels must be able to customize services based on the guest's specific needs.
 - b. Consistency and Standardization of Services
 - c. Consistent service and in accordance with standard operating procedures (SOP) will build customer trust and loyalty.

According to Kotler & Keller (2016), excellent service strategy not only focuses on service quality at the meeting point between customers and staff (service encounter), but also involves internal factors, such as employee training, an organizational culture that prioritizes service, and an effective complaint management system. By implementing excellent service strategy continuously, a hotel can increase guest satisfaction, get positive reviews, and strengthen its position in the competitive hospitality industry.

According to Kotler & Keller (2016), excellent service has several main characteristics that determine its success in creating customer satisfaction, namely:

1. Speed and Accuracy of Service
Service must be done quickly without reducing quality, so that customers do not experience delays or inconvenience.
2. Friendly and Professional Attitude
Excellent service must be accompanied by friendliness, politeness, and professionalism in dealing with customers.

The services provided must have clear and consistent standards, both in terms of product quality and service methods. Technology Involvement in Service In the digital era, the use of technology such as online ordering systems, chatbots, and application-based services can improve customer experience.

Fast and Effective Problem Solving The ability to handle customer complaints quickly and provide satisfactory solutions is an important part of excellent service. Personalization of Service Customers will feel more appreciated if the service is tailored to their needs and preferences. Lovelock & Wirtz (2016) added that excellent service must be customer-centered, where organizations must understand customer needs deeply and provide services that go beyond just meeting expectations. By implementing these characteristics, a business can build customer loyalty and create a competitive advantage in the service industry.

2. Proposed Method

This study uses a qualitative method with a case study approach, which aims to understand the excellent service strategy implemented by HARRIS Hotel Bandung and its impact on guest satisfaction. Data were collected through the following techniques:

Interview

In-depth interviews were conducted with several informants selected purposively, namely:

- a. Operational staff 2 People → consists of front office, housekeeping, and restaurant employees to find out how the strategy is implemented in daily services.
- b. Hotel guests 2 People → As service recipients, they will provide perspectives on their experiences and satisfaction with the services provided.

Observation

Researchers conducted direct observations of service operations at HARRIS Hotel Bandung to observe:

- a. Interactions between staff and guests, such as how staff greet guests, speed of check-in/check-out, and response to complaints.
- b. The use of technology in services, for example digital booking systems or hotel applications to increase service efficiency.

3. Results and Discussion

A. Data Collection Process and Research Location

This research was conducted at Harris Hotel Bandung Citylink, JL. Peta no.241, Suka Asih, Bojongloa Kaler, Bandung City, West Java. The data collection process was conducted between March 2025 and March 2025 using interview and participatory observation techniques.

The interview included four informants, namely

- 2 emergency staff (from the front office and housekeeping department), and
- 2 hotel guests staying during the study.

During this time, direct observations are made in key service areas such as the lobby, restaurant, and check-in/check-out area. Researchers will look at employee behavior in providing service, use of technology, and responses to guest issues.

B. Data Analysis Results

Interviews and Observations were analyzed using a descriptive qualitative approach. Based on the data received, Harris Hotel Bandung has three main strategies to achieve superior service:

a. Employee Training

Harris Hotel Bandung offers in-house training every three months. This includes Standard Operating Procedures (SOPS) for

- Communication and Hospitality Ethics,
- Customer Care,
- Front Room and Efficient Service.

Table 1. HARRIS Hotel Bandung Employee Training

Training Objectives	Frequency	Participant Type
Hospitality and Service Ethics	Every 3 months	All Service Employees
Technology and Digitalization	Every 6 months	Front Office and Marketing

b. Use of technology in hotels

hotels with digital check-in systems, room reservations via mobile applications, digital feedback systems integrated into email and WhatsApp. This speeds up the service process and makes it easier for guests to provide feedback. The use of this technology reduces front office queues, especially during busy periods such as weekends and holidays.

c. Implement a personal approach such as personalizing services and responding to hotel guest input. For example, greeting guests by name, guest preferences, and birthday greetings for guests, to attending overnight guests at special moments. The entrance of each guest is recorded and discussed in a weekly review.

C. Connecting results with basic concepts

from this study follows the concept of the main service strategy, according to Tjiptono (2019), which emphasizes the importance of attitude, attention, and behavior. Harris Hotel Bandung's strategy reflects the principles of customer-oriented service, as explained by Lovellock & Wirtz (2016).

For example, speed of check-in and friendliness of staff reflect the use of the principles of speed and friendliness of service, which are key to excellent service. In addition, the use of technology supports the principles of efficiency and consistency of service.

Comparison with previous research

This study extends the results of two previous studies.

- The study "The impact of service quality on customer satisfaction at Harris Bandung Hotel" concluded that service quality affects guest satisfaction but is not explained by the strategies used. This study complements the results by identifying the actual strategies implemented in this area.
- The study "Analysis of hotel marketing strategies to increase customer loyalty" focuses more on fundraising and market segmentation strategies. This study not only determines customer loyalty from a marketing perspective, but also contributes to the service aspect.

D. Theoretical and Applied Implications

In theory, this research reinforces the idea that good service should be exposed.

The use of technology in the front office and marketing shows the ability of hotels to adapt with the times. Technology here is not about replacing people, it is about helping people serve better. Like a bridge connecting speed and convenience, technology makes the service process more practical without eliminating the personal touch.

Personal approach to guests is the secret weapon to win the hearts of customers. By observing small details such as direct name calling to respond to guest preferences and sympathy for empathy, the hotel proves that true service does not touch the heart. From this study, we can gather the mandate that excellent service is not only routine, but also devotion. It is very pleasant to lend it without feeling tired, like the sun rises every day without threads, without boredom and interesting.

The metaphor and personification of Majas are reflected in the way the hotel smile is compared to a second home and hotel. The warmth of service is a comfortable roof. The strategy used seems to be the pulse that animates the organizational body and provides services dynamically, adaptively, and mentally. If service is art, Harris Hotel Bandung has become a good painter. He paints satisfaction on the guest's face with the color of hospitality, tracks it humbly, and to commemorate the guest, he returns it as a real memory. The implications of this study strengthen the theory that the success of a service is not only about what is given, but how it is given. An effective strategy in service can not only answer needs, but also read unspoken expectations.

4. Conclusions

This study shows that Harris Hotel Bandung has implemented a comprehensive, structured, excellent service strategy. Three main strategies are the strong foundation of a comfortable housing experience. Regular training for employees, using technology for efficiency, a warm personal approach to guests. Regular training strategies not only improve employee technical skills, but also shape professional and friendly work morale and ethics. In the world of hospitality, a sincere smile and warm greeting are often more memorable than the luxury of an institution. Harris Hotel understands this very well.

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without boredom and interesting. For other hotels, this result is an inspiration that excellent service is not part of an exclusive five-star hotel, but there are all who want to learn to keep things in order and take care of their guests.

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