

ABSTRACT

Yogyakarta Marriott Hotel, as part of the global Marriott network International, strives to provide superior service in the increasingly competitive hospitality industry that is increasingly competitive. This research highlights the implementation of various dimensions of service encounter at the hotel, including interpersonal aspects, procedural, technical, supporting technology, personalization, problem solving, and cultural. Interactions between staff and guests play a crucial role in shaping customer satisfaction and loyalty. customer satisfaction and loyalty, which is enhanced through a warm, efficient and personalized approach. warm, efficient, and personalized approach. Through observation during On Job Training and interviews with staff, it was found that the Yogyakarta Marriott Hotel consistently Hotel consistently implements high service standards. Supporting technologies, such as Guest Experience Platform (GXP), is used to speed up response and improve accuracy in service. Improve accuracy in service. Service personalization, such as special decorations for guests celebrating birthdays, are also an important element in building a closer relationship with guests. In building closer relationships with guests. In addition, the hotel managed customer complaints quickly and appropriately, demonstrating its commitment to guest satisfaction. Commitment to guest satisfaction. The implementation of local cultural values is also a attraction for guests who are looking for an authentic experience in Yogyakarta. In conclusion, the service encounter dimensions implemented at the Yogyakarta Marriott Hotel not only improves operational efficiency but also strengthen the hotel's reputation as a premium service provider that is able to meet guests needs and expectations well.

Keywords: Service encounter, Front Office, Yogyakarta Marriott Hotel, Hospitality.