

## **Title of the Paper:**

Service Recovery Strategies to Maintain Guest Satisfaction at X Hotel in Jakarta

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## **Summary of the Introduction**

The introduction states that Indonesia's hospitality sector experienced service issues after Covid-19, which contributed to economic decline. To address this, hotels need to innovate and improve their service quality. Service failures often happen when guest expectations are not met, so effective service recovery—using compensation, communication, and personalized solutions—is essential to restore guest trust and satisfaction. The study focuses on examining how X Hotel, a luxury hotel in Jakarta, implements its service recovery strategies.

## **2. Summary of the Problem Statement**

Despite being known for high service standards, X Hotel still faces service failures caused by unmet guest expectations. There is a need to understand how frontline staff and management handle these failures, what challenges they face, and whether the current service recovery efforts are effective. Service recovery lacks a structured framework and relies heavily on improving speed, accuracy, and use of advanced monitoring systems. Therefore, the problem is the inconsistency and challenges in implementing effective service recovery at X Hotel.

## **Main Objective**

To examine and evaluate the service recovery strategies used at X Hotel in Jakarta in order to understand how they maintain guest satisfaction and competitive advantage.

## **Based on the title of the paper the specific objectives are:**

1. To examine the methods used by frontline workers (F&B, Front Office, Housekeeping) to address service failures at X Hotel.
2. To analyze the management's role in ensuring the effectiveness of the hotel's service recovery strategies.

3. To identify the challenges encountered during the service recovery process.

4. To evaluate the usefulness of advanced systems such as HOTSOS and guest feedback platforms in tracking and preventing service failures.

**Research Gap Identified in the Paper are**

1. Lack of a structured service recovery framework within luxury hotels in Indonesia that clearly guides compensation procedures, communication steps, and follow-up actions.

2. Limited research on the combined role of frontline staff, management, and hotel technology systems (e.g., HOTSOS, guest feedback platforms) in executing effective service recovery.

3. Insufficient studies focusing on service recovery in post-Covid luxury hospitality, especially on how hotels can prevent recurrence of service failures and maintain competitive advantage.