

**TRANSFORMING OFFICE MANAGEMENT INTO A STRATEGIC OFFICE
HOSPITALITY MODEL AT XYZ GROUP**

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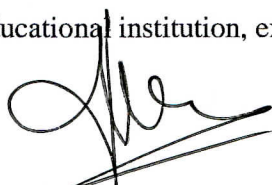
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ABSTRACT

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By

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This study investigates the transformation of office management into a Strategic Office Hospitality Model at XYZ Group, a State-Owned Enterprise (SOE) in aviation and tourism sector. The purpose of this research is to examine the influence of Employee Experience (X1) and Service Quality (X2) on Office Hospitality (Y), addressing the misalignment between the organization's external hospitality brand identity and its internal workplace management practices. A quantitative causal-explanatory research design was employed, utilizing structured questionnaires based on the SERVQUAL framework and Morgan's Employee Experience model, distributed to 100 purposively selected corporate office employees. Data were analyzed through multiple linear regression, validity and reliability tests, and classical assumption diagnostics using SPSS. Findings reveal that both Employee Experience ($\beta = 0.422$, $t = 6.611$, $p < 0.05$) and Service Quality ($\beta = 0.471$, $t = 6.043$, $p < 0.05$) have significant positive partial influences on Office Hospitality. Simultaneously, both variables explain 72.9% of the variance in Office Hospitality ($F = 130.539$, $p < 0.05$). The study concludes that repositioning the General Services function from a transactional support unit to a strategic workplace experience enabler is both empirically justified and organizationally imperative for XYZ Group to achieve consistency between its external service excellence and internal hospitality culture.

Keywords: Office Hospitality, Employee Experience, Service Quality, Workplace Transformation, Strategic Facility Management



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DEDICATION

I dedicate this works as Leaving Legacy for the future of the XYZ Group.



ACKNOWLEDGEMENTS

With the deepest gratitude and humility, I dedicate this thesis to My Lord Jesus Christ, the source of wisdom, strength, and grace. Through every challenge and triumph, Your presence has been my refuge and my anchor. *"I can do all things through Christ who strengthens me"* (Philippians 4:13) this work stands as a testimony of Your unwavering faithfulness.

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This thesis is not merely mine it is ours. May it serve as a small contribution to the future of Indonesia's tourism and hospitality industry, and as an offering of gratitude to everyone who made its completion possible.

Soli Deo Gloria.

Debby Rince R Tampubolon

Jakarta, June 2026

Debby Rince R Tampubolon

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