

**THE IMPACT OF EMPLOYEE PRODUCT KNOWLEDGE ON CUSTOMER
SATISFACTION MEDIATED WITH SOP IN HOSPITALITY SECTOR:
A CASE STUDY OF SUNI HOTEL & CONVENTION ABEPURA, INDONESIA**

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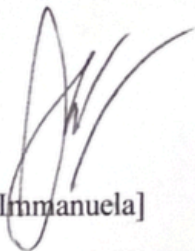
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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT

THE IMPACT OF EMPLOYEE PRODUCT KNOWLEDGE ON CUSTOMER SATISFACTION MEDIATED WITH SOP IN HOSPITALITY SECTOR: A CASE STUDY OF SUNI HOTEL & CONVENTION ABEPURA, INDONESIA

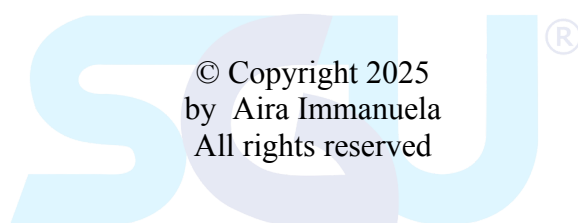
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The Impact of Employee Product Knowledge on Customer Satisfaction Mediated with Standard Operating Procedure (SOP) in Hospitality Sector: A Case Study of Suni Hotel & Convention Abepura, Indonesia. This study aims to analyze the influence of employee product knowledge on customer satisfaction with the mediating role of Standard Operating Procedure (SOP) in the hospitality sector. A quantitative descriptive approach was applied, involving respondents from guests staying at Suni Hotel & Convention Abepura. Data were collected using questionnaires and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that employee product knowledge has a positive and significant effect on customer satisfaction. However, the mediating role of SOP in the relationship between product knowledge and customer satisfaction was found to be insignificant. These findings highlight the importance of enhancing employee product knowledge to directly improve customer satisfaction, while the role of SOP needs further evaluation to function optimally as a standard service guideline. This research provides practical implications for hotel management in developing employee training programs and refining SOP implementation to improve service quality and customer loyalty.

Keywords: Employee Product Knowledge, SOP, Customer Satisfaction, Hospitality Sector



DEDICATION

I dedicated this work to my parents for their love and support.

Also, I would like to dedicate this work to my friends for being there

and to myself for not giving up.



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