

A BUSINESS IMPROVEMENT PROJECT AT XYZ VILLA, YOGYAKARTA: DEVELOPING
STANDARDIZED SERVICE OPERATING PROCEDURES TO IMPROVE OPERATIONAL
PERFORMANCE IN XYZ PRIVATE VILLA IN YOGYAKARTA

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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

DEVELOPING STANDARDIZED SERVICE OPERATING PROCEDURES TO IMPROVE
OPERATIONAL PERFORMANCE IN XYZ PRIVATE VILLA IN YOGYAKARTA

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This study aims to develop standardized service operating procedures to improve operational performance at XYZ Private Villa in Yogyakarta. The research addresses inconsistent service delivery, high dependence on Online Travel Agencies (OTAs), and the absence of structured performance monitoring systems. Using the Resource-Based View (RBV), this study positions operational capability, digital capability, and performance monitoring capability as internal organizational resources that support service consistency and operational control.

This study applies a quantitative approach within a Business Improvement Project framework. Primary data were collected from 70 valid respondents, consisting of 35 exposed respondents who had stayed at XYZ Private Villa and 35 controlled respondents who had prior private villa experience but had never stayed at XYZ Private Villa. The data were analyzed using descriptive analysis, validity and reliability testing, and simple linear regression through SPSS.

The findings show that Operational Capability has a strong positive relationship with Service Consistency, and Performance Monitoring Capability also has a strong positive relationship with Service Consistency. However, Digital Capability does not show a statistically significant relationship with OTA Dependence. This study concludes that standardized SOPs, supported by performance monitoring and organized digital communication, strengthen operational capability, improve service consistency, and support sustainable operational performance. SOP implementation does not directly improve revenue, but strengthens the internal operational foundation for more reliable business performance over time.

Keywords: *Service Standardization, Operational Capability, Service Consistency, OTA Dependence, Performance Monitoring, Operational Performance, Resource-Based View*

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DEDICATION

By the strength, blessing, and guidance of God almighty throughout my life and this academic journey, I dedicate this work to my beloved family, my wife, my son, my daughter, and my mother.

To my wife, Mercy Merianti Putri, for her constant support, prayers, patience, and understanding throughout this journey. Your encouragement has been my strength during every challenge.

To my children, Abraar Adhyasta Loertcher and Farzana Kinandari Loertcher, who continue to inspire me to grow, to stay committed, and to lead by example. This work is part of the future I am building for both of you.

To my mother, for their support, prays, values, and unwavering belief in me. Your support has shaped who I am today.

I also dedicate this work to myself, as a reminder to continuously improve my knowledge, skills, and experience. I hope that I can create greater value for others and contribute positively to society and the environment wherever I am.

May this achievement become a small step toward building a brighter future for my family and contributing to the progress of Indonesia, wherever we may be.

I also dedicate this work to everyone who continues to pursue growth despite challenges, and to those who believe that discipline, consistency, and learning can create meaningful progress.

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