

Service Innovation Capability of Hotel Industry: The Preliminary Study to Generate Indicators from Practitioners

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Abstract

The aim of this study is to generate the preliminary indicators of service innovation capability in the hospitality sector especially in hotel. The component of the service innovation capability consist of sensing, seizing, and reconfiguring (transforming). The methods of this study using case in selected seven hotels three star to five star in Jakarta, Bandung, and Banten area. The indicators for three dimension of service innovation capability gain from literature study, interview with practitioner in hotel industry such as general managers, director level, and owners. The present research is expected to extend the prior research contributing to the extant literature by investigating an emerging concepts and deeper understanding of dynamic capability especially in service innovation of hotel industry. The contribution of this research to hotel industry can be implemented in order to prepare the policy of hotel industry in Indonesia facing the service economy in the new era.

Keywords

Dynamic marketing capability, market sensing, market learning, market targeting and positioning, hotel industry

Biographies

Evo Sampetua Hariandja is assistant professor at the Department of Management Faculty of Economics and Business Universitas Pelita Harapan. He earned BE in Industrial Engineering from Institute of Technology Bandung, Master of Management in Finance and Marketing from Kwik Kian Gie Business School, Indonesia and Doctor of Science in Management from Institute of Technology Bandung. He has published journal and conference papers. Dr. Evo has completed research projects with Mitsubishi Motors Indonesia, Volkswagen Indonesia, General Motors Indonesia, Post Indonesia, Naviikarana Consulting Group, and Busana Perkasa Garment. His research interests include service sector, manufacturing, dynamic capability, service innovation, product development management, and design thinking. He is a member of IEOM Society International, Academy of Management, British Academy of Management, Institute of Industrial and System Engineers, Indonesian Engineers Association, Strategic Management Society, and American Marketing Association.

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