THIC
Tourism Hospitality
International Conference

“Dimension of Entrepreneurship in the Planning, Development and Management of Tourism and Hospitality Industry”

NOVEMBER 19-20 2015

UNIVERSITAS
CIPUTRA

Organized: Co-Organizer:

Supported: Airline Partner:
# Table of Content

**PROCEEDING INFO**..................................................................................................................i

**PROGRAMME RUNDOWN**...........................................................................................................ii

**PREFACE**........................................................................................................................................viii

**TABLE OF CONTENT**.....................................................................................................................ix

*Authenticity : Key Success in Destination Marketing of Bali Tourism* .................................1  
A S. Wiranatha, I G.A.O. Suryawardani

*The Internationalization Approach of IBM International Class of Ciputra University : Superficial or Contextual* ........................................................................................................11  
Agustiono

*Instagram As a Motive Promotion Media of Tourism in Bali* ..................................................18  
Aulia Iefan Datya, Wayan Weda Asmara Dewi

*Introduction to Entrepreneurship Early Childhood Through The “Market Day” Activity* ..................................................................................................................................................26  
Christiani Endah Poerwati, I Made Elia Cahaya

*Development of Tourism Attraction in Bawomatalo Village South Nias, North Sumatra* ....34  
Dermawan Waruwu

*Core Competency Lombok Destination and Utilization of Opportunities as a Mice Destination* ...........................................................................................................................42  
Etty Kongrat, S.E, M.Si., Tuti Herawaty S.E, M.M

*Evaluation of Sixty Website Villa in Bali Best Value Using Framework Purpose HO* ........50  
Gerson Feoh, Agus Tommy Adi Prawira Kusuma

*Destination Image : A Review of Liberature on Measurements and Antecedents* ............58  
Ketwadee Madden, Basri Rashid, Noor Azimin Zainol

*Customer Satisfaction on The Quality of of Food in Arabic Restaurant* .........................68  
M.S.K. Ideris, M.S.M Fauzi, N. A. Zainol and A. Ramely

*The Existence of Balinese Diaspora in Europe the Process of Formation of Cultural Identity and Tourism Promotion (Case Study Of Sekar Jagat Indonesia in Paris, France)* ..........................................................................................................................76  
Nararya Narottama
Impact of Liquidity and Profitability to The Capital Structure at The Tourism Industry Sector Companies Listed on The Indonesia Stock Exchange

Ngatemin & Rahmat Darmawan

The Analysis of Communication Strategies Used by Students in Business Hospitality Class of Bali Tourism Institute

Ni Luh Supartini

Developing a Structured Cost Control Code of Practice for Malaysian Foodservice Entrepreneurs

N.A. Zainol, R. Ahmad and M.S.K. Ideris

The Specific Naming Patterns of Star Hotels in Bali

Putu Chris Susanto

Semiotic Analysis of Bali Clean & Green Campaign

Putu Chrisma Dewi, Putu Chris Susanto

Effect of Entrepreneurial Characteristics and The Environment to Entrepreneurship Motivation of Public and Private University Students in Bali

Yeyen Komalasari

Exploration of Entrepreneurial Marketing Characters of Food Stalls’ Owners in Surabaya

Damelina B. Tambunan

The Effect of Peripheral Conference Service on Conference Attendees Loyalty to The Host Destination and The Moderating Effect of Novelty Seeking

Christina L Rudatin

Tourist Perception on Historic City: The Case of Kota Tua Jakarta

Fahrurozy Darmawan

Type of Samui Green Island Tourism The Perspective of Tourism Agencies

Dr. Nontipak Pianroj, Dr. Siripat Chodchuang, Dr. Nattamon Ratcharak, Dr. Weerasak Kongrithi
Motivational Factors to The Completion of PhD – From The Malaysian Students’ Perspective..............................................................................................................................151
Kamal Izzuwan Ramli, Nurhazani Mohd Shariff, Rozila Ahmad

Sustainable Tourism Management Case Study for Amphawa Floating Market, Thailand..........................................................................................................................158
Nattamon Ratcharak, Ph.D

Images of Malaysia as a Tourist Destination: Psychological/Functional Versus Attribute/Holistic.................................................................................................163
N.S. Yusof, K.I. Ramli

Destination Management of Prambanan Temple and Ratu Boko Palace..........................................................173
Gabriela Anindya Santika

Development of Tourism Plan and Product Package Using Community Based Tourism (Case Study Tamansari Ciapus Bogor).............................................................................184
Sarodjini Imran, Yustisia Pasfatima Mbulu, Nungky Puspita

Antibacterial Activity of L.acidophilus FNCC 0051 in Fermented Soymilk Against Foodborne – Disease Bacteria..........................................................................................193

Pustaha Lak-Lak: Shows The Language and The Alphabet in North Sumatera Province............................................................................................................................200
Rita Margaretha Setianingsih, Zaitun, Andora Yusuf Ahmad

Woman Empowerment Through Vertically Integrated Business Venture in Petang-Badung, Bali..........................................................209
I Gusti Bagus Rai Utama

Eco – Tourism for Increasing The Interest of Forestry Education in Bali-Indonesia............................................................................................................................214
Komalawati

Linguistic Landscape in Tourism Area: A Case Study of Languages on Comercial Signs on Legian Street Kuta Bali.................................................................................................220
Yohanes Kristianto, Ni Nyoman Tri Sukarsih

The Impact of Managing Sustainable Event and The Contribution to The Formation of Destination Image at Nusa Dua Resort, Bali..................................................................................226
Komang Trisna Pratiwi Arcana and Kadek Wiweka

The Methods to Build Customer Trust in Housekeeping Business.................................................................................................231
M.Teguh and L.P.B. Limbing
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computerized Monthly Fee Payment Systems for Business and Company Based Client – Server (Experimental Study on Village Government Dauh Puri Klod)</td>
<td>237</td>
</tr>
<tr>
<td>I Gusti Ngurah Alit Widana Putra, I Gusti Ngurah Manik Nugraha</td>
<td></td>
</tr>
<tr>
<td>Indigenous Balinese Love Styles: Exploring Chapman’s Love Languages in Bali</td>
<td>244</td>
</tr>
<tr>
<td>Edwin Adrianta Surijah</td>
<td></td>
</tr>
<tr>
<td>Home Away From Home: A Business Travelers’ Perspective</td>
<td>249</td>
</tr>
<tr>
<td>Herjanto Halimin, Elizabeth Erickson, Nicole Funf Calleja</td>
<td></td>
</tr>
<tr>
<td>Destination Choice on Social Media Posting and Its Relation to Plog’s Tourist Psychographic</td>
<td>254</td>
</tr>
<tr>
<td>Made Adhi Gunadi</td>
<td></td>
</tr>
<tr>
<td>The Sustainability of Hotel CSR Activities: A Comparison Study in Bali</td>
<td>261</td>
</tr>
<tr>
<td>Trianasari</td>
<td></td>
</tr>
<tr>
<td>Belantih Village as a Potential Alternative Tourism Destination in Kintamani, Bangli, Bali</td>
<td>270</td>
</tr>
<tr>
<td>Putu Steven Eka Putra</td>
<td></td>
</tr>
<tr>
<td>Balinese Cultural Terms Translated Into English</td>
<td>280</td>
</tr>
<tr>
<td>Made Arya Astina and Ketut Muladiasa</td>
<td></td>
</tr>
<tr>
<td>Promoting Public Universities as Edutourism Attractions: A Case of Universiti Utara Malaysia</td>
<td>286</td>
</tr>
<tr>
<td>Ahmad Edwin Mohamed, Fadzli Shah Abd Aziz, Sharina Samsudin</td>
<td></td>
</tr>
<tr>
<td>The Factors of Worship Places as Profitable and Sustainable Tourism Object</td>
<td>294</td>
</tr>
<tr>
<td>Jaya Pramono</td>
<td></td>
</tr>
<tr>
<td>Positioning Eco-Tourism Objects for Improving Image of Bali Indonesia as an International Tourist Destination</td>
<td>302</td>
</tr>
<tr>
<td>I Gusti Bagus Rai Utama, I Wayan Ruspendi Junaedi</td>
<td></td>
</tr>
<tr>
<td>Passive Participation in Tourism Planning: Evidences from Madura Island, Indonesia</td>
<td>310</td>
</tr>
<tr>
<td>Dian Yulie Reindrawati</td>
<td></td>
</tr>
<tr>
<td>Relationships Between Advertising Intrusiveness, Advertising Irritation, Attitudes Toward the Ad, Attitudes Toward the Brand and Purchase Intention on The Youtube Videos Online</td>
<td>319</td>
</tr>
<tr>
<td>Hartini, Sri, Rosa Silvana</td>
<td></td>
</tr>
</tbody>
</table>
The Influence of Shopping Mall Attributes and Self-Congruity Towards Customer Loyalty at Ciputra World Surabaya........................................................................................329
Thomas S. Kaihatu

Research Proposal: Relationship Model for Strategic Purchasing, Supplier Relationship and Communications System Toward Organizational Performances of Hotel Industry in Surabaya.....................................................................................................337
Michael Adiwijaya, Steffi Azali

When Entrepreneur Visions Conquered Tourism Apocalypse Fatigue........................................347
YudhiPermana IKM
THE METHODS TO BUILD CUSTOMER TRUST IN HOUSEKEEPING BUSINESS

M.Teguh and L.P.B. Limbing
Marketing Communication Department & International Tourism and Hospitality Business Department
Universitas Ciputra
Surabaya, Indonesia

ABSTRACT
Housekeeping industry in major cities of Indonesia continues to grow along with the rapid pace of development. The buildings and housing establishment, the increase of female labor force, and the density of the urban schedule make a lot of people need the housekeeping service. But even if they need it, they often experience fear to use the services. The level of insecurity in this kind of industry is very high, for example prone to theft and robbery by the housekeeping personnel. Therefore, housekeeping businesses need some ways to build customer trust. Resiek Apiek, one of housekeeping industry in Surabaya has been established since 2010 and already became a pioneer in this industry. It has already served many houses and recognized by local and national mass media. Resiek Apiek has some effective methods to build their customers trust which are always applied in their business. The methods are having a strong corporate culture, building customer satisfaction, maintaining customer relations, and presenting good company reputation.

1. Introduction
Surabaya is the second largest city in Indonesia and also the capital city of East Java Province. With this condition, Surabaya continues to experience development in various sectors. One that continues to grow is a residential and industrial area (Jawa Pos, 2015). Tri Rismaharini, the Mayor of Surabaya, explains that there will be 12 units for residential development spread in several regions, namely Rungkut, Kertajaya, Tambak Wedi, Satelit, Ahmad Yani, Wiyung, Tambak Oso Wilangun, and Sambikerup. In addition to residential areas, industrial areas will also be developed as much as 6 areas, namely Rungkit SIER, Kalirungkut, Kedung Baruk, Karangpilang, Margomulyo and Tambak Oso Wilangun (Rismaharini, 2013). Along with such development, the people of Surabaya also begin to experience the bustle. The demands of work and social relationships making them no longer have time to care for their homes and offices. One way to solve the problem is to find a housekeeper. But in reality, seeking housemaid is not easy. There are several factors that cause it, including more housemaids who choose to become overseas workers or workers in the informal sector such as factory workers and shopkeepers. Worse yet, the remaining housemaids are monopolized by some agencies that put a high price for distribution services (Kurniawati, 2013).

Starting from these problems, develops a business opportunity called housekeeping. Truly, housekeeping businesses have started to be known in 1960. At that time, housekeeping services had not developed as it is today, because not many people knew and needed it. Another cause was not many buildings were managed by private companies. Janitorial work at the office is still handled by employees of the office building itself in a simple way. In 1970, there was a cleaning service company which emerged together with the construction of Hotel Indonesia and Sarinah building on Jalan MH Thamrin, Jakarta, named PT. Setrasari recorded as the first hygiene services company in Indonesia. In 1980, established Mangala Wanabakti building which was the most magnificent building in Indonesia. The building had a surface made of parquet flooring and rooms full of complicated and detail ornaments. It took precision and appropriate technology for its maintenance. This was the beginning of modernization in housekeeping services, which PT. Resik Cemerlang brought professional housekeeping systems from the Netherlands to Indonesia (Asosiasi Perusahaan Klining Servis Indonesia, 2014). The business kept on growing until it bloomed in the early 2000s in big cities in Indonesia. At that period of time they tend to operate in office buildings and malls. Until 2005, there were already about 800 companies engaged in this field (SWA Online, 2005). Now the business has developed rapidly, where there are already 1500 enterprises with a turnover of 59 trillion rupiah per year (Media Manufaktur Industri, 2014). This very profitable business is certainly something that everyone wants to run. But in reality, running this business is not as easy as imagined. The level of insecurity in this kind of industry is very high, for example prone to theft and robbery by the housekeeping personnel. Therefore, housekeeping businesses need some ways to build costumer trust.
2. Methodology

Method used by the author in this study is a qualitative method. Qualitative research technique to search for a deeper understanding of the facts, symptoms, or reality. Facts, symptoms, or reality can only be understood if a researcher trace deeper and not limited to only the surface view. Depth is the advantage of this method (Raco, 2010). Qualitative research method is also not intended to provide explanations, to control the symptoms of communications, said predictions, or to test any theory, but rather is intended to present an overview and understanding of how and why a symptom or communication reality occurs. This method also does not base on the empirical evidence, mathematical logic, the principles of numbers, or the techniques of statistical analysis, but rather based on discursive things such as interview transcripts, field notes, written documents and observations (Pawito, 2008).

3. About Resiek Apiek Housekeeping

Resiek Apiek is a pioneer in professional home cleaning service in Surabaya (Mubasyirin & Ishami, 2015). Initially, the owner of Resiek Apiek ran iron-steel construction and building service management. Along with the development of the business they saw the needs of people who did not have enough time to clean their homes. Based on the needs, they carried out some tests to establish a new business, a housekeeping business. They did some trials in October 2010, and finally launched this business in January 2011.

Resiek Apiek offers several types of services, among others “maid for you”, “house warming”, “facility support”, and its special one “3 hours service”. Maid for you is a routine cleaning package where the personnel come with basic cleaning equipment. House warming is cleaning the house construction or renovation leftover such as paint marks, cement and dust. Facility support will clean up the luxurious furniture and home instrument such as marble floors, carpets, wood floors, crystal chandeliers, garden, swimming pool and other luxury. This service is one of the services with a high level of risk, because luxury goods are high value. Therefore the process must be very cautious. While their special package 3 hours service is the most preferred package. This service provides a thorough house cleaning in just 3 hours performed by one team consisting of 4 people. This package is the most favored because many people do not have enough time to wait for the long process of house cleaning, and this package answer their needs.

Until now Resiek Apiek has served many homes without ever having any complaints about lost items. Once, Resiek Apiek team found a diamond jewelry worth 210 million rupiah while cleaning a house. The jewelry was honestly returned to the owner who eventually became loyal customer of Resiek Apiek until today.

Resiek Apiek also has cleaned various major company and organizations in Surabaya such as United States General Consulate Surabaya, JJ FM Radio, de’Residence Apartment, Adhiwangsapa Apartment, Trillium Apartment, Graha Famili Condominium, Via Vue Apartment, Sumber Agung Variasi Workshop, Bilka Supermarket, High Point Apartment, Mee Dîjn Couture Showroom, PT Lima Benua Koneksindo, PT Menara Manna Mulia and many more (Resiek Apiek, 2011).

3. Building customer trust in Resiek Apiek

3.1. Having a strong corporate culture

Many businessmen may think that to build customer trust we must focus only on the customer. That is definitely wrong. The first step that you should do is to care about your own corporate culture. Corporate culture is shared values in organization that affect all company member attitudes, standards, and beliefs. It characterizes the members and defines their nature (Hawes, 2012). It something that you can not see, touch or smell in your company, but it affects all behavior of your people. It can be your biggest asset to develop your business or a liability that can prey your company little by little (Flamholtz & Randle, 2011). This culture is something that you can present to your customer. The customer can conceive your company from the culture. When you have a strong company culture, and you can show them, they can enjoy it too. But when your company culture is bad, or your employee can not deliver it well, the customer can feel it too. The culture in Resiek Apiek starts from their value about cleanliness. They believe that clean environment lead to the good health, and good health is a good condition for everyone. That is why they name the company Resiek Apiek. Resiek means clean in Javanese language and Apiek means good. The name represents that clean is healthy, and health is something good. They transform those values to the company brand, company working system, and their own attitude.

In Resiek Apiek, the owners live the company values. The best method to make their values understood and accepted by their employees is to become an example. They do what they believe, they do what they say. It makes all of the employees pushed to live the values too. The longer they live it, it becomes a habit. The habit continues and eventually becomes a culture. When new employees come to join the company, the owners will give them an example how to do their job. It is not only how to clean up, but how to act to your customer and colleagues. In cleaning they must be focused and detailed. They should not miss any space in the room, even the top of air conditioner, the bottom of bed, or window elbows. They should concentrate and pay attention to the job, not joking with friends or using mobile phone. In attitude to customers, they have to be neat, hospitable and support.”
morning ma'am, we are here to help make your house more wonderful today”. You let them in, and they beg about your house now? Is there anything else we can help to make you feel more comfortable?”. You say that the entire house together.

The most important delivery method for housekeeping business is interaction with customer. Customers need them pleased you need not only a perfect product, but a warm delivery method. In Resiek Apiek they realize that a maximum and detailed work. They can do their part more thoroughly, rather than if each person has to clean Every customer is a human being, and as a human being they need to be treated as a human. To make satisfied, d

the company. But if they can not adjust, the company will not hesitate to discontinue the employment contract. The owners prefer to preserve the culture rather than defend the people who can not follow it. The culture is more valuable, so that they will not risk it.

The compensation of their effort in maintaining the corporate culture in the beginning can be perceived now. In this time, the customers can trust every Resiek Apiek personnel that come to clean their house. They believe that anyone that is sent by Resiek Apiek is well trained and well behaved. It can also reduce the risk of fraud. When someone come to customer house saying that he is a Resiek Apiek personnel but does not use the uniform or come in dirty condition, the customer know that they are fake. It will also prevent bad campaign for Resiek Apiek. People with bad intention can not come and do things that damage Resiek Apiek reputation. So, having a strong corporate culture becomes the first step to gain customer trust.

3.2. Building customer satisfaction

What does customer satisfaction do to your industry? Let us learn from the experience of Resiek Apiek: a happy customer will be a repeat customer, a happy repeat customer will be a loyal customer, and in the end, a happy loyal customer will become your ambassador. They will be your strongest weapon to market your business. That is why make your customer satisfied will make your business not only going but also growing. There are four elements of customer satisfaction which can be summarized in the following sentence “A perfect product delivered by caring people in a timely fashion with the support of an effective problem resolution process” (Inghilleri & Solomon, 2010). Resiek Apiek in doing the business also pays attention to these elements that can be described as follows:

**Perfect Product**

Inghilleri and Solomon explain that a perfect product is a product that can be expected to function properly within foreseeable boundaries (Inghilleri & Solomon, 2010). Therefore as business owners we must be smart to think about the various possibilities in providing services to customers. We should be able to estimate the customer’s wishes and the things that can happen out of the ordinary, and then figure the solutions for these various cases. In housekeeping industry customer expectations are widely different one from another. One customer may be okay with an unrubbed sewer, but another one may ask it to be shiny polished up. That is why Resiek Apiek always tries to provide a very detailed service. The detailed services that attempted to always exceed the expectations of consumers. For example, the fine dust which is attached at the bottom of a spring bed must still be cleaned although more effort is needed to lift the spring bed.

Moreover Resiek Apiek has a system so that each personnel can focus on work. In their most popular “3 hours service” package, there will be four personnel who work for one house. One person will clean all bathrooms, another one will clean all windows and house corners, and the two people remaining will clean all the dust around the house. With the division labor, each personnel can do their job with more focus. This led to a maximum and detailed work. They can do their part more thoroughly, rather than if each person has to clean the entire house together.

**Caring Delivery**

After ensuring that your product is already in good shape, now you need a caring and friendly people to deliver it. Let us imagine if some housekeeping personnel come to your house, bringing their cleaning equipment in their sleek uniform. They knock your door and you open it. Suddenly, they just come in, sweeping, mopping, rubbing, dusting, and taa daa your entire house is clean. After that they come to you and give you some bill, they wait for you to take some money, accept it, and leave your house. Now the question is, are you satisfied with that kind of service? Of course not. Let us try to change the scenario. Some housekeeping personnel come to your house and knock your door. When you open it, one of them smile at you and say “Good morning ma’am, we are here to help make your house more wonderful today!”. You let them in, and they begin to clean. Every time they want to enter a room, they will ask for your permission and make sure how you want that room to be treated. After all the work is done, the team leader comes to you and asks “How do you feel about your house now? Is there anything else we can help to make you feel more comfortable?”. You say that everything is perfect. He hands you the bill and give you a phone number where you can give input to the company directly. They leave your house with a big smile and say “Enjoy your lovely home”. Now you feel satisfied, don’t you?

Every customer is a human being, and as a human being they need to be treated as a human. To make them pleased you need not only a perfect product, but a warm delivery method. In Resiek Apiek they realize that the most important delivery method for housekeeping business is interaction with customer. Customers need
your consideration to their habit, their privacy and their comfort. Remember in this business you will enter their private area, so interact with them to know what they want is very important. Every Resiek Apiek employee has been trained to understand it and practice it every time they work.

**Timeliness**

Although you have a perfect product and caring people to deliver it, timing is still very important. Late product delivery is the same as a defective one. Customers will expect your product to be delivered in their time, not yours. Moreover, with the hustle of urban communities, the demand for the timeliness of service is getting higher. They find it hard to spend time maintaining the cleaning staffs, so that scheduling process becomes important. People do not want to waste their time to wait for housekeeping personnel who did not come on time. They also want them to work quickly and efficiently. This becomes a concern of Resiek Apiek. They always set up a schedule to take into account a variety of things such as travel time, the possibility of traffic jams on the road, and other events beyond prediction. They will not make the schedule is too tight between one client to another client in order to prevent delays. In addition, as already described above, each of personnel must work focus in order to complete the task quickly and efficiently.

**Effective Problem Resolution Process**

No matter how good you are attempting to present a perfect product, unexpected things would still happen. Often we have prepared everything well, trained employees perfectly, even taking into account the time in detail, but there are always something beyond our control that destroy everything. Such events, however, should not jeopardize your customer satisfaction. In fact, it could be a stepping stone to improve their satisfaction. The trick is to give the effective problem resolution process. We need to remember that effective problem resolution does not mean that we can restore the situation to the pre-problem status, but what we restore is the customer satisfaction. In Resiek Apiek the way to do it is by listening to what is considered a problem by the consumer. For example, Resiek Apiek team could not come due to road accidents. Then the owner will personally call the customer. In addition to explaining the situation, he would inquire as to what the wishes of the consumers of this issue. If that consumer wanted a replacement, it would be given to him. But the main point is the sincerity of the owner to understand the condition of the customer, instead of suppressing this fact and imposing replacement to him. With a good approach when a problem occurs, consumers will not lose satisfaction with the company.

**3.3. Maintaining customer relations**

When we look back when this business was started, we found that the first customer was no one else but a good friend of the owner. Their good relationship made the customer believed the new unknown company. Learn from this experience, Resiek Apiek continue to maintain a good relations with their customer. At that time they were not aware that what they are doing is actually a part of a customer relationship management (CRM). CRM is an integrated attempt to identify, acquire, and retain customers. These activities are carried out through manage customer interactions in each line of the company. Customer relationship management will maximize the value of relationships between companies and consumers, who ultimately boosting the performance of the company (Buttle & Maklan, 2015). In running the business, Resiek Apiek emphasis more on customer oriented CRM. This type of CRM believes that customer should put in the first place. Therefore listen to the desires and input of customers has become important factors in Resiek Apiek business. They collect all of the information in order to improve their service and offer a better value propositions for their customers. One thing that is created from the input of customers is the “3 hours service”. This service originated from some customers suggestions to shorten the processing time so that the owner of Resiek Apiek made this package. This package proved to be the most in demand today.

The most effective way to get advice from the customer is feedback request after a cleaning process. This is always done by Resiek Apiek, whose owners always contact customers after a service is delivered. Although the consumer is a loyal client, it is still implemented consistently. From here the owners get a lot of suggestions to better satisfy the consumer. Each input noted and every consumer habits memorized. It makes customers happy to cooperate with Resiek Apiek.

**3.4. Presenting the good company reputation**

Have good products and services that satisfy many consumers establish a good reputation for Resiek Apiek. A good reputation is an asset for a company. It can be intangible resources and economic asset for company that needs to be maintained (Carrol, 2015). Ways to keep the good company reputation have been done by Resiek Apiek by fulfilling customer satisfaction. But a good reputation should still be presented properly in order to seize the trust of new customers. There are several ways that is used by Resiek Apiek to present its reputation. The first way is, of course, through recommendations from their previous customers. Testimonials from consumers who have felt the performance of Resiek Apiek become a very powerful way to
prove its reputation. Many people are easier to believe the opinion of consumers directly. But of course it has its limitations because of the familiar circle of consumers have not been able to reach the wider community. Therefore Resiek Apiek has other ways to spread its reputation. One way is to manage their advertising media. Resiek Apiek currently has a website that explained the whole enterprise. This website helps consumers to get to know Resiek Apiek better. In addition Resiek Apiek also advertises their services in ads specialized tabloid.

Another thing did by Resiek Apiek is building relationships with the mass media. Resiek Apiek performance has been covered by various mass media such as radio, newspapers, magazines, and even some local television channel. Something that become the main feature of Resiek Apiek when providing information to the media are not exaggerating the facts or vilify another company. Resiek Apiek owner prefers to share the experience and what can be provided by them in order to satisfy the consumer. This is done by the owner because he understands that an effort to disfigure another company will bring harm to their reputation instead. Moreover he never said what he can not account for. Because customers will demand what he says through the mass media. Therefore, if what he said does not correspond to reality, it will be a boomerang for Resiek Apiek.

4. Conclusion

Housekeeping business is a venture that promises huge profits. But in order to continue to run, it takes trust from consumers to the company. To build the customer trust, a company requires some effort. The first thing to do is to form a strong company culture. It is often forgotten, but in fact it plays a very big role in shaping trust. Company culture makes you recognizable and this recognition gives a sense of security and confidence in the customers. Next thing that should be your concern is customer satisfaction. Satisfied customers will feel confident to invite you back to their house. In order to make customers satisfied, you must pay attention to the quality of your product, your delivery method, timeliness, and provide a good problem resolution process. Another thing that needs attention is the customer relationship management. By keeping a good relationship with the customer, then you have built their trust in your company. Last but not least is to present a good reputation you have built. Having a good reputation but is not known to your target market will deter them to trust you. Thus, having a relationship with customers who want to be your ambassadors, well managed marketing media and good relations with the mass media is indispensable in this business.
References


Proceeding Info

Tourism Hospitality International Conference (THIC)

Surabaya, Indonesia

On 19th-20th 2015

Website : IEHTC.com

E-mail : ihtb.conference@ciputra.ac.id

Reviewer :

Prof Dr. F. Danardana M., M.M., Universitas Ciputra, Indonesia
Dr. Christina Whidya Utami, M.M., Universitas Ciputra, Indonesia
Prof Pedro Quelhas Brito, University of Porto, Portugal
Prof Laszlo Jozsa, Szechenyi Istvan University, Hungary
Prof. S. Pantja Djati, Indonesian Christian University, Indonesia
Dr. Halimin Herjanto, McKendree University, USA
Dr. Michael Adiwijaya, Petra Christian University, Indonesia
Dr. Sri Hartini, Airlangga University, Indonesia
Dr. Sudiyanti, Gadjah Mada University, Indonesia
Dr. Purwanto, WR Supratman University, Indonesia
Dr. Pawana, UPN Veteran University, Indonesia
Dr. Diah Tulipa, Widya Mandala University, Indonesia
Dr. Noviade Kresna, University of Surabaya, Indonesia
Prof. Jean M Sampson, McKendree University, USA
Dr. Edwin Rajah, Sultan Qaboos University, Oman
Assistant Professor Supawadee Photiyarach, Prince Songkla University, Thailand
Dr. Yusak Anshori, M.M., Universitas Ciputra, Indonesia
Dr. Agus Trihartono, Ritsumeikan University, Japan

Copyright © 2015 by the authors and publisher. All right reserved. No part of this publication may be reproduced or distributed in any form or by any means, or stored in a database or retrieval system, without the prior written consent of the authors and publisher, including, but not limited to, in any network or other electronic storage or transmission, or broadcast for distance learning.

Supported by: