

## **ABSTRACT**

*Bustle and people lifestyle in big city is influencing the development which is quite rapid for spa service right now. Spa was the one of public service which provide visitor's need to give a relaxation and amenities. Nurkadhatyan spa was the on spa which bid like as five javanese keraton Yogyakarta princess's treatment. To improve the Nurkadhatyan Spa's service it will be open a bracnh in Surabaya. Surabaya is East Java's Capital City which is in Surabaya doesn't available the princess's keraton spa yet, the other side Surabaya's resident were very interest with the Nurkadhatyan Spa's service. Therefore, Nurkadhatyan Spa will open the new branch in Surabaya.*