

TABLE OF CONTENTS

	page
COVER PAGE	
TITLE PAGE	
DECLARATION OF AUTHENTICITY OF FINAL PAPERAND UPLOAD AGREEMENT.....	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR	iv
APPROVAL PAGE BY FINAL PAPERDEFENSE COMMITTEE	v
ABSTRACT	vi
ABSTRAK	vii
PREFACE	viii
TABLE OF CONTENTS.....	x
LIST OF FIGURES	xii
LIST OF TABLES	xiii
LIST OF APPENDICES.....	xiv

CHAPTER I INTRODUCTION

1.1 Background of the Study.....	1
1.2 Problem Limitation	4
1.3 Problem Formulation	4
1.4 Objective of The Research	5
1.5 Benefit of The Research.....	5
1.5.1 Theoretical Benefit	5
1.5.2 Practical Benefit	6
1.6 Systems of Writing	6

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Theoretical Background	8
2.1.1 Marketing Management	8

2.1.2	Customer Satisfaction	8
2.1.2.1	Definition of Customer Satisfaction.....	8
2.1.2.2	Indicators of Customer Satisfaction	9
2.1.2.3	Benefits of Customer Satisfaction.....	11
2.1.2.4	Factors that Influence Customer Satisfaction	12
2.1.2.5	Benefits of Measuring Customer Satisfaction	12
2.1.2.6	Methods to Measure Customer Satisfaction	13
2.1.3	Price	14
2.1.3.1	Definition of Price	14
2.1.3.2	Role of Price	14
2.1.3.3	Indicators of Price	16
2.1.4	Facility	17
2.1.4.1	Definition of Facility	17
2.1.4.2	Indicators of Facility	17
2.2	Previous Research.....	19
2.3	Hypothesis Development	22
2.4	Research Model	23
2.5	Framework of Thinking	24

CHAPTER III RESEARCH METHODOLOGY

3.1	Research Design	25
3.2	Population and Sample	27
3.2.1	Research Location and Time	27
3.2.2	Population	27
3.2.3	Sample	28
3.3	Data Collection Method	28
3.3.1	Primary Data	28
3.3.2	Secondary Data	29
3.4	Operational Variable Definition and Variable Measurement	30
3.5	Data Analysis Method.....	32
3.5.1	Research Instrument Test	31

3.5.2	Descriptive Analysis Method.....	35
3.5.3	Classical Assumption Test.....	37
3.5.4	Multiple Linear Regression Test	39
3.5.5	Coefficient of Determination Test.....	39
3.5.6	Hypothesis Test.....	40

CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1	General View Of Kolam Renang Marelan City Family Club	43
4.1.1	Vision and Mission.....	44
4.1.2	Organizational Structure	44
4.1.3	Job Description.....	45
4.2	Research Result	47
4.2.1	Test of Research Instrument	47
4.2.1.1	Validity Test	48
4.2.1.2	Reliability Test	52
4.2.2	Descriptive Statistics	53
4.2.2.1	Respondent Characteristics.....	53
4.2.2.2	Explanation of Respondents on Research Variables.....	55
4.2.3	Result of Data Quality Testing.....	81
4.2.3.1	Classical Assumption Testing Results	81
4.2.4	Multiple Linear Regression Analysis	86
4.2.4.1	Regression Equation.....	86
4.2.4.2	Coefficient of Determination (R^2).....	88
4.2.4.3	Simultaneous Significant Test (F Test)	88
4.2.4.4	Partial Significant Test (T Test).....	90
4.3	Discussion	93

CHAPTER V CONCLUSION

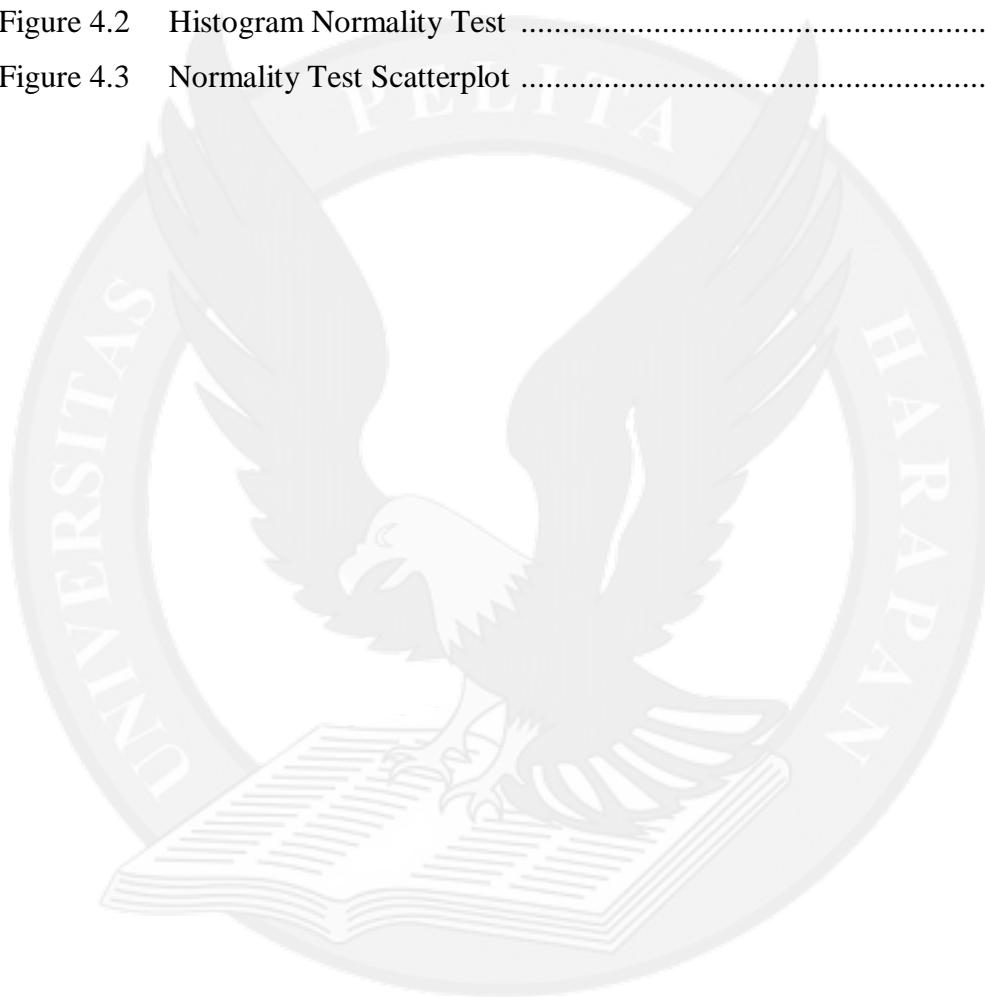
5.1	Conclusion.....	98
5.2	Recommendation	100

REFERENCES	102
-------------------------	------------



LIST OF FIGURES

	page
Figure 2.1 Research Model	24
Figure 4.1 Kolam Renang Marelan City Family Club Organizational Structure	45
Figure 4.2 Histogram Normality Test	82
Figure 4.3 Normality Test Scatterplot	83



LIST OF TABLES

	page	
Table 2.1	Summary of Previous Research	19
Table 3.1	Operationalization of Research Variable.....	31
Table 4.1	Validity Test for “Price”	49
Table 4.2	Validity Test for “Facility”	50
Table 4.3	Validity Test for “Customer Satisfaction”	51
Table 4.4	Reliability Test Result	52
Table 4.5	Gender Characteristics.....	53
Table 4.6	Age Characteristics.....	54
Table 4.7	Frequency Table for Variable X1 – Q1	55
Table 4.8	Frequency Table for Variable X1 – Q2.....	56
Table 4.9	Frequency Table for Variable X1 – Q3	57
Table 4.10	Frequency Table for Variable X1 – Q4.....	58
Table 4.11	Frequency Table for Variable X1 – Q5	59
Table 4.12	Frequency Table for Variable X2 – Q1	61
Table 4.13	Frequency Table for Variable X2 – Q2.....	62
Table 4.14	Frequency Table for Variable X2 – Q3	63
Table 4.15	Frequency Table for Variable X2 – Q4.....	64
Table 4.16	Frequency Table for Variable X2 – Q5	65
Table 4.17	Frequency Table for Variable X2 – Q6.....	66
Table 4.18	Frequency Table for Variable X2 – Q7.....	67
Table 4.19	Frequency Table for Variable X2 – Q8.....	68
Table 4.20	Frequency Table for Variable Y – Q1	69
Table 4.21	Frequency Table for Variable Y – Q2.....	70
Table 4.22	Frequency Table for Variable Y – Q3	71
Table 4.23	Frequency Table for Variable Y – Q4.....	72

Table 4.24	Frequency Table for Variable Y – Q5.....	73
Table 4.25	Frequency Table for Variable Y – Q6.....	74
Table 4.26	Frequency Table for Variable Y – Q7.....	75
Table 4.27	Interval Class.....	76
Table 4.28	Mean, Median, Mode, Std. Deviation and Variance of Price	77
Table 4.29	Mean, Median, Mode, Std. Deviation and Variance of Facility	78
Table 4.30	Mean, Median, Mode, Std. Deviation and Variance of Customer Satisfaction.....	79
Table 4.31	Normality Test	81
Table 4.32	Heteroscedasticity Test.....	84
Table 4.33	Multicollinearity Test	85
Table 4.34	Multiple Linear Regression	86
Table 4.35	Coefficient of Determination	88
Table 4.36	F Test	89
Table 4.37	T Test.....	91

LIST OF APPENDICES

APPENDIX A: QUESIONNAIRE	A-1
APPENDIX B: DATA QUESIONNAIRE TABULATION	B-1
APPENDIX C: DESCRIPTIVE STATISTICS	C-1
APPENDIX D: CLASSICAL ASSUMPTION TEST	D-1
APPENDIX E: F TABLE	E-1
APPENDIX F: T TABLE	F-1
APPENDIX G: TURN IT IN RESULT	G-1
APPENDIX H: SURAT IZIN PENELITIAN.....	H-1

