

## TABLE OF CONTENTS

	Page
<b>COVER PAGE</b>	
<b>TITLE PAGE</b>	
<b>DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT.....</b>	<b>ii</b>
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR.....</b>	<b>iii</b>
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....</b>	<b>iv</b>
<b>ABSTRACT .....</b>	<b>v</b>
<b>ABSTRAK .....</b>	<b>vi</b>
<b>PREFACE.....</b>	<b>vii</b>
<b>TABLE OF CONTENTS.....</b>	<b>ix</b>
<b>LIST OF FIGURES .....</b>	<b>xiii</b>
<b>LIST OF TABLES .....</b>	<b>xiv</b>
<b>LIST OF APPENDICES.....</b>	<b>xvii</b>
<b>CHAPTER I            INTRODUCTION</b>	
1.1. Background of the Study.....	1
1.2. Problem Limitation.....	5
1.3. Problem Formulation.....	6
1.4. Objective of Research.....	7
1.5. Benefit of the Research .....	7
1.5.1. Theoretical Benefit.....	7
1.5.2. Practical Benefit.....	8
<b>CHAPTER II            LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT</b>	
2.1. Theoretical Background .....	10
2.1.1. Definition of Hospitality .....	10
2.1.2. Price.....	11
2.1.2.1. Definition of Price .....	11

2.1.2.2.	The Strategies of Pricing.....	13
2.1.2.3.	The Factors Affecting Price.....	15
2.1.2.4.	The Purpose of Pricing.....	16
2.1.2.5.	Indicators of Price.....	17
2.1.3.	Service Quality.....	19
2.1.3.1.	Definition of Service Quality.....	19
2.1.3.2.	Characteristics of Service.....	21
2.1.3.3.	The Importance of Service Quality.....	22
2.1.3.4.	Indicators of Service Quality.....	23
2.1.4.	Customer Satisfaction.....	26
2.1.4.1.	Definition of Customer Satisfaction.....	26
2.1.4.2.	Form of Customer Satisfaction.....	28
2.1.4.3.	Techniques for Measuring Customer Satisfaction.....	29
2.1.4.4.	Advantages of Customer Satisfaction.....	31
2.1.4.5.	Indicators of Customer Satisfaction.....	32
2.1.5.	Relationship Between Price, Service Quality, and Customer Satisfaction.....	33
2.2.	Previous Research.....	34
2.3.	Hypothesis Development.....	36
2.4.	Research Model.....	38
2.5.	Framework of Thinking.....	39

### **CHAPTER III RESEARCH METHODOLOGY**

3.1.	Research Design.....	40
3.1.1.	Quantitative Research.....	40
3.1.2.	Descriptive Research.....	41
3.1.3.	Causal Research.....	42
3.2.	Population and Sample.....	42
3.2.1.	Population.....	42
3.2.2.	Sample.....	44
3.3.	Data Collection Method.....	45

3.4.	Operational Definition and Variable Definition.....	46
3.4.1.	Operational Variable Definition.....	46
3.4.2.	Variable Measurement Definition.....	47
3.5.	Data Analysis Method .....	50
3.5.1.	Research Instrument Test.....	50
3.5.1.1.	Validity Test .....	51
3.5.1.2.	Reliability Test.....	53
3.5.2.	Descriptive Analysis Method.....	54
3.5.2.1.	Mean .....	54
3.5.2.2.	Median .....	55
3.5.2.3.	Mode .....	55
3.5.2.4.	Standard Deviation .....	56
3.5.3.	Classical Assumption Test.....	57
3.5.3.1.	Normality Test.....	57
3.5.3.2.	Heteroscedasticity Test.....	58
3.5.3.3.	Multicollinearity Test .....	58
3.5.4.	Multiple Linear Regression Analysis.....	59
3.5.5.	Coefficients of Determination Test.....	60
3.5.6.	Hypothesis Test.....	61
3.5.6.1.	T-Test.....	61
3.5.6.2.	F-Test.....	61

#### **CHAPTER IV RESEARCH RESULT AND DISCUSSION**

4.1.	General View of Wing Hotel Kualanamu .....	63
4.1.1.	Vision and Mission .....	64
4.1.1.1.	Vision.....	64
4.1.1.2.	Mission.....	64
4.1.2.	Organizational Structure .....	65
4.1.3.	Job Description.....	66
4.2.	Research Result .....	75
4.2.1.	Test of Research Instrument.....	75

4.2.1.1.	Validity Test Result .....	76
4.2.1.2.	Reliability Test Result .....	78
4.2.2.	Descriptive Statistics .....	79
4.2.2.1.	Respondents Characteristics .....	80
4.2.2.2.	Explanation of Respondent's Answer on Research Variable ..	82
4.2.2.3.	Result of Mean, Median, Mode, and Standard Deviation on Research Variable .....	96
4.2.3.	Result of Classical Assumption Test.....	104
4.2.3.1.	Normality Test .....	104
4.2.3.2.	Heteroscedasticiy Test .....	107
4.2.3.3.	Multicollinearity Test .....	109
4.2.4.	Result of Multiple Linear Regression Analysis Test .....	110
4.2.5.	Result of Coefficient Determination Test .....	111
4.2.6.	Hypothesis Testing Result.....	112
4.2.6.1.	T-Test.....	112
4.2.6.2.	F-Test.....	113
4.3.	Discussion.....	114
4.3.1.	The Influence of Price towards Customer Satisfaction.....	118
4.3.2.	The Influence of Service Quality towards Customer Satisfaction	118
4.3.3.	The influence of Price and Service Quality towards Customer Satisfaction.....	119
 <b>CHAPTER V                    CONCLUSION</b>		
5.1.	Conclusion.....	121
5.2.	Recommendation.....	122
 <b>REFERENCES.....</b>		<b>124</b>

## LIST OF FIGURES

	Page
Figure 1. 1 Customer Complain.....	4
Figure 1. 2 Occupancy 2021 .....	5
Figure 2. 1 Concept of Customer Satisfaction .....	27
Figure 2. 2 Concept of Customer Satisfaction .....	27
Figure 2. 3 Research Model .....	38
Figure 2. 4 Research Model .....	38
Figure 2. 5 Framework of Thinking.....	39
Figure 4. 1 Company Logo .....	63
Figure 4. 2 Organizational Structure Structure .....	65
Figure 4. 3 Count of Respondent Ever Stayed at Wing Hotel Kualanamu.....	79
Figure 4. 4 Count of Respondent Based on Gender.....	80
Figure 4. 5 Count of Respondent Based on Age.....	81
Figure 4. 6 Histogram Graph Analysis of Normality Test.....	105
Figure 4. 7 P-P Plot Analysis of Normality Test .....	106
Figure 4. 8 Scatter Plot Analysis of Heteroscedasticity Test.....	108

## LIST OF TABLES

	Page
Table 1. 1 Normal Room Price Comparison .....	2
Table 1. 2 Customer Complain about Service .....	3
Table 2. 1 Previous Research .....	35
Table 3. 1 Likert Scale .....	48
Table 3. 2 Operational Variable and Variable Measurement of Price (X1).....	48
Table 3. 3 Operational Variable and Variable Measurement of Service Quality (X2) .....	48
Table 3. 4 Operational Variable and Variable Measurement of Customer Satisfaction (Y) .....	49
Table 3. 5 Parameter of Reliability .....	53
Table 3. 6 Parameter of Normality.....	57
Table 4. 1 Validity Test of Variable Price (X <sub>1</sub> ) .....	76
Table 4. 2 Validity Test of Variable Service Quality (X <sub>2</sub> ).....	77
Table 4. 3 Validity Test of Variable Customer Satisfaction (Y).....	77
Table 4. 4 Reliability Test of Variable Price (X <sub>1</sub> ), Service Quality (X <sub>2</sub> ), and Customer Satisfaction (Y).....	78
Table 4. 5 Independent Variable X <sub>1</sub> - Q1: Wing Hotel Kualanamu offers prices according to the people's purchasing power. ....	82
Table 4. 6 Independent Variable X <sub>1</sub> - Q2: Wing Hotel Kualanamu provides affordable prices that are in line with my budget and preferences. ....	83
Table 4. 7 Independent Variable X <sub>1</sub> - Q3: Wing Hotel Kualanamu charges different rates depending on the size of the room.....	83
Table 4. 8 Independent Variable X <sub>1</sub> - Q4: Wing Hotel Kualanamu charges reasonable prices base on the level of service and amenities provided. ....	84
Table 4. 9 Independent Variable X <sub>1</sub> - Q5: Wing Hotel Kualanamu offers prices that can be categorized as reasonable compared to other similar. ....	84
Table 4. 10 Independent Variable X <sub>1</sub> - Q6: Wing Hotel Kualanamu offers competitive rates in comparison to other similar hotels.....	85

Table 4. 11 Independent Variable $X_1$ - Q7: The perceived benefits of Wing Hotel Kualanamu's services and facilities are proportionate to the price. ....	86
Table 4. 12 Independent Variable $X_2$ - Q8: Wing Hotel Kualanamu's room interiors are complete, comfortable, clean, well-organized, and neat. ....	86
Table 4. 13 Independent Variable $X_2$ - Q9: Wing Hotel Kualanamu has complete facilities with clean and appealing conditions, such as a fitness center, market, cafe, 3D museum, and spa. ....	87
Table 4. 14 Independent Variable $X_2$ - Q10: Employees at the Wing Hotel Kualanamu provide excellent service and being honest. ....	88
Table 4. 15 Independent Variable $X_2$ - Q11: Wing Hotel Kualanamu manages room/event reservations and other transactions in a timely and precise manner. .	88
Table 4. 16 Independent Variable $X_2$ - Q12: Employees at the Wing Hotel Kualanamu respond quickly to questions or complaints. ....	89
Table 4. 17 Independent Variable $X_2$ - Q13: Employees at Wing Hotel Kualanamu provide the services as what I need. ....	89
Table 4. 18 Independent Variable $X_2$ - Q14: The services provided are capable of ensuring my safety while staying at Wing Hotel Kualanamu. ....	90
Table 4. 19 Independent Variable $X_2$ - Q15: Wing Hotel Kualanamu employees' professional demeanor inspires confidence in me. ....	90
Table 4. 20 Independent Variable $X_2$ - Q16: Employees at the Wing Hotel Kualanamu have a good relationship and communication with me. ....	91
Table 4. 21 Independent Variable $X_2$ - Q17: Employees at the Wing Hotel Kualanamu are concerned and eager to assist me in achieving my needs. ....	92
Table 4. 22 Dependent Variable Y - Q18: Wing Hotel Kualanamu exceeded my expectations in terms of facility completeness, cleanliness, and tidiness. ....	92
Table 4. 23 Dependent Variable Y - Q19: I am satisfied with the services provided by Wing Hotel Kualanamu. ....	93
Table 4. 24 Dependent Variable Y - Q20: I will recommend Wing Hotel Kualanamu to people who live a long distance from Kualanamu. ....	94
Table 4. 25 Dependent Variable Y - Q21: I will recommend Wing Hotel Kualanamu to my friends and family because of the excellent service and facilities. ....	94



Table 4. 26 Dependent Variable Y - Q22: I will revisit to Wing Hotel Kualanamu because of the pleasant atmosphere and ease of reservation.....	95
Table 4. 27 Dependent Variable Y - Q23: I will revisit Wing Hotel Kualanamu due to the excellent service and adequate support facilities. ....	95
Table 4. 28 Interval of Mean for Each Questions per Variable .....	97
Table 4. 29 Descriptive Statistics for Each Question of Variable Price ( $X_1$ ) .....	97
Table 4. 30 Interval of Mean for Variable Price .....	98
Table 4. 31 Descriptive Statistics Independent Variable Price ( $X_1$ ) .....	99
Table 4. 32 Descriptive Statistics for Each Question of Variable Service Quality ( $X_2$ ).....	99
Table 4. 33 Interval of Mean for Variable Service Quality .....	101
Table 4. 34 Descriptive Statistics Independent Variable Service Quality ( $X_2$ )..	101
Table 4. 35 Descriptive Statistics for Each Question of Variable Customer Satisfaction (Y) .....	102
Table 4. 36 Interval of Mean for Variable Customer Satisfaction.....	103
Table 4. 37 Descriptive Statistics Dependent Variable Customer Satisfaction (Y) .....	103
Table 4. 38 One - Sample Kolmogorov Smirnov of Normality Test.....	107
Table 4. 39 Glejser Test of Heteroscedasticity Test .....	109
Table 4. 40 Multicollinearity Test.....	109
Table 4. 41 Multiple Linear Regression Analysis Test.....	110
Table 4. 42 Coefficient of Determination ( $R^2$ ) Test.....	111
Table 4. 43 Result of T-Test .....	112
Table 4. 44 Result of F-Test.....	114



## LIST OF APPENDICES

	Page
APPENDIX A: Wing Hotel Kualanamu Permission Letter .....	A-1
APPENDIX B: Questionnaire (Google Form).....	B-1
APPENDIX C: Approval Distribution Questionnaire .....	C-1
APPENDIX D: Poster .....	D-1
APPENDIX E: Respondents Answers for Variable $X_1$ (PRE-TEST) .....	E-1
APPENDIX F: Respondents Answers for Variable $X_2$ (PRE-TEST).....	F-1
APPENDIX G: Respondents Answers for Variable Y (PRE-TEST) .....	G-1
APPENDIX H: Respondents Answers for Variable $X_1$ (MAIN-TEST).....	H-1
APPENDIX I: Respondents Answers for Variable $X_2$ (MAIN-TEST) .....	I-1
APPENDIX J: Respondents Answers for Variable Y (MAIN-TEST) .....	J-1
APPENDIX K: SPSS OUTPUT .....	K-1
APPENDIX L: Distribution R Table .....	L-1
APPENDIX M: Distribution T Table .....	M-1
APPENDIX N: Distribution F Table .....	N-1