

## TABLE OF CONTENTS

	page
<b>COVER PAGE</b>	
<b>TITLE PAGE</b>	
Final Assignment Statement and Upload Agreement .....	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR .....	iv
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE .....	v
ABSTRACT .....	vi
<i>ABSTRAK</i> .....	vii
PREFACE .....	viii
TABLE OF CONTENTS.....	x
LIST OF FIGURES .....	xiv
LIST OF TABLES.....	xv
LIST OF APPENDICES.....	xvi
<b>CHAPTER I INTRODUCTION</b>	
1.1 Background of The Study.....	1
1.2 Problem Limitation .....	10
1.3 Problem Formulation.....	10
1.4 Objective of the Research .....	11
1.5 Benefit of the Research .....	11
1.5.1 Theoretical Benefit .....	11
1.5.2 Practical Benefit.....	12
<b>CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT</b>	
2.1 Theoretical Background .....	13

2.1.1 Hospitality.....	13
2.1.1.1 Definition of Hospitality .....	13
2.1.1.2 Type Of Hospitality Industry .....	14
2.1.2 Service Recovery .....	15
2.1.2.1 Definition Of Service Recovery.....	15
2.1.2.2 Service Recovery Elements .....	16
2.1.2.3 Benefit of Service Recovery .....	18
2.1.2.4 Service Recovery Strategy Categories.....	19
2.1.2.5 Indicator of Service Recovery.....	22
2.1.3 The Complaint Handling .....	23
2.1.3.1 Definition Of Complaint Handling .....	23
2.1.3.2 Types Of Complaint Handling .....	24
2.1.3.3 Benefit of Complaint Handling.....	26
2.1.3.4 Strategies To Handling Customer Complaint .....	28
2.1.3.5 Indicator Of Complaint Handling.....	30
2.1.4 Perceived Values.....	31
2.1.4.1 Definition Of Perceived Values.....	31
2.1.4.2 Component Of Perceived Values .....	32
2.1.4.3 Perceived Value Hierarchy .....	35
2.1.4.4 Indicators Of Perceived Value.....	37
2.1.5 Customer Loyalty .....	39
2.1.5.1 Definition of Customer Loyalty .....	39
2.1.5.2 Managing Customer Loyalty .....	40
2.1.5.3 Customer Loyalty Stages .....	45
2.1.5.4 Benefit of Customer Loyalty .....	46
2.1.5.5 Types of Customer Loyalty .....	49
2.1.5.6 Strategy to Increasing and Maintaining Customer Loyalty .....	50
2.1.5.7 Indicator of Customer Loyalty.....	52
2.2 Previous Research .....	53
2.3 Hypothesis Development .....	55
2.4 Research Model.....	55
2.5 Framework Of Thinking.....	57

## **CHAPTER III RESEARCH METHODOLOGY**

3.1 Research Design.....	58
3.2 Population and Sample .....	59
3.3 Data Collection Method .....	60
3.4 Operational Variable Definition and Variable Measurement.....	61
3.5 Data Analysis Method .....	63

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

4.1 General View of Trans Resort Bali.....	75
4.1.1 Brief History of Trans Resort Bali.....	75
4.1.2 Vision and Mission .....	78
4.1.3 Organization Structure of the Trans Resort Bali.....	78
4.1.4 Job Description .....	79
4.2 Research Result .....	85
4.2.1 Descriptive Statistics .....	85
4.2.2 Test of Data Quality .....	100
4.2.2.1 Validity Test .....	100
4.2.2.2 Reliability Test .....	102
4.2.2.3 Normality Test.....	103
4.2.2.4 Multicollinearity Test.....	105
4.2.2.5 Heteroscedasticity Test.....	106
4.2.3 Mean, Median, and Mode.....	108
4.2.4 Coefficient of Correlation Test .....	112
4.2.5 Determination Test.....	113
4.2.6 Multiple Linear Regression .....	114
4.2.7 T Test .....	115
4.2.8 F Test.....	116
4.3 Discussion .....	117

## **CHAPTER V CONCLUSION**

5.1 Conclusion.....	121
5.2 Recommendation.....	122
<b>REFERENCES.....</b>	<b>124</b>



## LIST OF FIGURES

	page
Figure 1. 1 Opinion from Customers.....	5
Figure 1. 2 Problem of Service Recovery.....	7
Figure 1. 3 Problem of Complaint Handling.....	8
Figure 1. 4 Perception of Customer on Perceived Value.....	9
Figure 2. 1 Research Model.....	56
Figure 2. 2 Framework of Thinking.....	57
Figure 4. 1 Organization Structure.....	79
Figure 4. 2 Age of Respondent .....	86
Figure 4. 3 Gender of Respondents.....	86
Figure 4. 4 Family Status of Customer .....	87
Figure 4. 5 Education of Respondents .....	87
Figure 4. 6 Length Become Customer .....	88
Figure 4. 7 Histogram .....	104
Figure 4. 8 Normal P-Plot.....	105
Figure 4. 9 Scatterplot.....	107
Figure 4.10 Coefficient Interval .....	113

## LIST OF TABLES

	page
Table 2.1. The Result of Previous Research .....	55
Table 3.1. Definition of Operational Variables .....	62
Table 3.2 Likert Scale Instrument .....	63
Table 4.1. Frequency Answer of Service Recovery .....	89
Table 4.2. Frequency Answer of Complaint Handling.....	91
Table 4.3. Frequency Answer of Perceived Value.....	94
Table 4.4. Frequency Answer of Customer Loyalty .....	97
Table 4.5. Service Recovery Validity Test .....	100
Table 4.6. Complaint Handling Validity Test.....	101
Table 4.7. Perceived Value Validity Test.....	101
Table 4.8. Customer Loyalty Validity Test.....	102
Table 4.9. Reliability Test .....	102
Table 4.10. Normality Test.....	103
Table 4.11. Multicollinearity Test .....	106
Table 4.12. Glejser Test.....	106
Table 4.13. The Interval Class for Service recovery Variable.....	108
Table 4.14. The Interval Class for Complaint Handling Variable .....	109
Table 4.15. The Interval Class for Perceived Value Variable.....	109
Table 4.16. The Interval Class for Customer loyalty Variable .....	110
Table 4.17. Mean, Median and Mode Calculation .....	110
Table 4.18. Correlation Test .....	112
Table 4.19. Determination Test .....	113
Table 4.20. Multiple Linear Regression Analysis .....	114
Table 4.21. T Test.....	115
Table 4.22. F Test .....	117

## **LIST OF APPENDICES**

APPENDIX A: RESEARCH QUESTIONNAIRE .....	A-1
APPENDIX B: KUESIONER PENELITIAN .....	B-1
APPENDIX C: RESPONDENT'S ANSWER.....	C-1
APPENDIX D: PRETEST DATA.....	D-1
APPENDIX E: OUTPUT DATA SPSS.....	E-1
APPENDIX F: STATISTIC TABLE.....	F-1
APPENDIX G: RESEARCH PERMISSION LETTER .....	G-1

