

TABLE OF CONTENTS

TITLE PAGE

COVER PAGE

FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	iv
ABSTRACT	v
ABSTRACT	vi
PREFACE	vii
TABLE OF CONTENTS	ix
LIST OF TABLES	xiii
LIST OF FIGURES	xv
LIST OF APPENDICES	xvi
CHAPTER I INTRODUCTION	1
1.1 Background of Study	1
1.2 Problem Limitation	9
1.3 Problem Formulation	10
1.4 Objective of the research.....	10
1.5 Benefit of the Research.....	11
1.5.1 Theoretical Benefit.....	11
1.5.2 Practical Benefit	12
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	14
2.1 Theoretical Background.....	14
2.1.1 Hospitality Management	14
2.1.2 Social media advertisement.....	15
2.1.2.1 Definition of social media advertisement.....	15
2.1.2.2 Indicator of social media advertisement.....	15

2.1.3	Service quality.....	17
2.1.3.1	definition of service quality.....	17
2.1.3.2	indicator of service quality	18
2.1.4	Word of mouth	19
2.1.4.1	Definition of word of mouth	19
2.1.4.2	indicator of word of mouth.....	20
2.1.5	Customer purchase decision.....	21
2.1.5.1	definition of customer purchase decision	21
2.1.5.2	indicator of customer purchase decision	22
2.1.6	Relationship between Social media advertising toward customer purchases decision.....	23
2.1.7	Relationships between Service quality towards customer purchases decision.....	24
2.1.8	Relationships between Word of mouth towards customer purchases decision.....	25
2.1.9	Relationships between Social media advertisement, Service quality and word of mouth towards customer purchases decision.....	26
2.2	Previous research	28
2.3	Hypothesis development	29
2.4	Research model	30
2.5	Framework of thinking	31
CHAPTER III	RESERCH METHODOLOGY	32
3.1	Research Design.....	32
3.2	Population and Sample	33
3.2.1	Population.....	33
3.2.2	Sample.....	34
3.3	Data Collection Method	35
3.4	Operational Definition and Variable Measurement	37
3.4.1	Operational Definition.....	37
3.4.2	Variable Measurement.....	39

3.5 Data Analysis Method.....	40
3.5.1 Test of Research Instrument.....	40
3.5.2 Descriptive Statistic.....	42
3.5.3 Classical Assumption Test.....	45
3.5.4 Multiple Linear Regression Analysis	46
3.5.5 Hypothesis Test	47
CHAPTER IV RESEARCH RESULT AND DISCUSSION.....	50
4.1 General View of Alvina's Hotel	50
4.1.1 Brief Overview.....	50
4.1.2 Vision and Mission.....	51
4.1.3 Organizational Structure	51
4.1.4 Job Description.....	52
4.2 Research Result.....	54
4.2.1 Test of Research Instrument.....	54
4.2.1.1 Validity test.....	54
4.2.1.2 Reliability test.....	56
4.2.2 Descriptive Statistic.....	57
4.2.2.1 Characteristics of respondent	57
4.2.2.2 Explanation of Respondent Answer on Research Variable	58
4.2.2.3 Mean, Median, Mode, Variance, and Standard Deviation.....	70
4.2.3 Result of Data Quality Testing	79
4.2.3.1 Classical Assumptions Test	79
4.2.3.2 Multiple Linear Regression Analysis	83
4.2.3.3 Coefficient of Determination Test	84
4.2.4 Result of Hypothesis Testing.....	85
4.2.4.1 T – Test	85
4.2.4.2 F – Test	87
4.3 Discussion	88

CHAPTER V CONCLUSION AND RECOMMENDATION	93
5.1 Conclusion	93
5.2 Recommendation	94
REFERENCES.....	98
APPENDICES	A-1



LIST OF TABLES

Table 2.1	Previous research.....	28
Table 3.1	Social Media Advertisement (X1)	38
Table 3.2	Service Quality (X2).....	38
Table 3.3	Word of mouth (X3)	38
Table 3.4	Customer Purchase Decision (Y)	39
Table 3.5	Likert Scale.....	39
Table 4.1	Validity test of Variable X1 (Social Media Advertisement)	55
Table 4.2	Validity test of Variable X2 (Service Quality).....	55
Table 4.3	Validity test of Variable X3 (Word of Mouth)	56
Table 4.4	Validity test of Variable Y (Customer Purchase Decision).....	56
Table 4.5	Reliability Test Result	57
Table 4.6	Characteristics of Respondent based on age.	57
Table 4.7	Characteristics of Respondent based on Gender.	58
Table 4.8	Characteristics of Respondent based on how many times respondent Visit and Stay.	58
Table 4.9	Variable X1:Q1	59
Table 4.10	Variable X1:Q2.....	59
Table 4.11	Variable X1:Q3	60
Table 4.12	Variable X1:Q4	61
Table 4.13	Variable X1:Q5	61
Table 4.14	Variable X1:Q6	62
Table 4.15	Variable X1:Q7	62
Table 4.16	Variable X2:Q1	63
Table 4.17	Variable X2:Q2	64
Table 4.18	Variable X2:Q3	64
Table 4.19	Variable X2:Q4	65
Table 4.20	Variable X3:Q1	65
Table 4.21	Variable X3:Q2	66
Table 4.22	Variable X3:Q3	66

Table 4.23	Variable X3:Q4	67
Table 4.24	Variable X3:Q5	67
Table 4.25	Variable Y: Q1	68
Table 4.26	Variable Y: Q2	69
Table 4.27	Variable Y: Q3	69
Table 4.28	Variable Y: Q4	70
Table 4.29	Interval Table for Likert Scale.....	71
Table 4.30	Interval Table for X1 (Social Media Advertisement)	71
Table 4.31	Interval Table for X2 (Service Quality).....	72
Table 4.32	Interval Table for X3 (Word of Mouth).....	72
Table 4.33	Interval Table for Y (Customer Purchase Decision).....	72
Table 4.34	Descriptive Statistics per Statement X1	73
Table 4.35	Descriptive Statistics per Variable X1	74
Table 4.36	Descriptive Statistics per Statement X2	74
Table 4.37	Descriptive Statistics per Variable X2	75
Table 4.38	Descriptive Statistics per Statement X3	76
Table 4.39	Descriptive Statistics per Variable X3	77
Table 4.40	Descriptive Statistics per Statement Y	77
Table 4.41	Descriptive Statistics per Variable X3	79
Table 4.42	One-Sample Kolmogorov-Smirnov Test	81
Table 4.43	One-Sample Kolmogorov-Smirnov Test	82
Table 4.44	Glejser Test Result.....	82
Table 4.45	Multiple Regression Result	83
Table 4.46	Coefficient Determination Test Result	85
Table 4.47	T-TEST Result	86
Table 4.48	F-TEST Result	87

LIST OF FIGURES

Figure 1.1	Number of Transactional at Alvina Hotel from 2020 – 2022	4
Figure 1.2	Number of Number of Transactional at Alvina Hotel from 2020 – 2022	4
Figure 1.3	Customer Review of Alvina hotel	5
Figure 1.4	Customer Review of Alvina hotel	6
Figure 1.5	Alvina hotel social media	7
Figure 2.1	Reaserch Model	30
Figure 2.2	Framework of thinking	31
Figure 4.1	Organizational Structure of Alvina Hotel, Pematang Siantar.....	51
Figure 4.2	Histogram	80
Figure 4.3	Normal P – Plot Regression.....	80
Figure 4.4	Scatterplot.....	83

LIST OF APPENDICES

APPENDIX A : QUESTIONNAIRE	A-1
APPENDIX B : Pre-Test Data Tabulation	B-1
APPENDIX C : Main-Test Data Tabulation	C-1
APPENDIX D : Validity Test.....	D-1
APPENDIX E : Reliability Test.....	E-1
APPENDIX F : SPSS Output.....	F-1
APPENDIX G : R-table	G-1
APPENDIX H : T-table.....	H-1
APPENDIX I : F-table	I-1
APPENDIX J: Company Letter	J-1
APPENDIX K: Photo Documentation.....	K-1
APPENDIX L : Turnitin Test Result.....	L-1