

## TABLE OF CONTENT

<b>COVER PAGE</b>	
<b>TITLE PAGE</b>	
<b>FINAL ASSIGNMENT STATEMENT 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 CONTENT.....</b>	<b>ix</b>
<b>LIST OF FIGURES.....</b>	<b>xii</b>
<b>LIST OF TABLES.....</b>	<b>xiii</b>
<b>LIST OF APPENDICES.....</b>	<b>xv</b>
<b>CHAPTER I INTRODUCTION .....</b>	<b>1</b>
1.1 Background of The Study.....	1
1.2 Problem Limitation .....	16
1.3 Problem Formulation .....	17
1.4 Objective of the Research.....	17
1.5 Benefit of the Research.....	18
1.5.1 Theoretical Benefit.....	18
1.5.2 Practical Benefit.....	18
<b>CHAPTER II LITERATURE REVIEW AND HYPOTHESIS</b>	
<b>DEVELOPMENT.....</b>	<b>20</b>
2.1 Theoretical Background .....	20
2.1.1 Hospitality .....	20
2.1.1.1. Definition of Hospitality .....	20
2.1.1.2. Definition Of Hotel. ....	21

2.1.1.3.	Hotel Classification .....	21
2.1.1.4.	Department Of Hotel .....	25
2.1.2.	Relationship Marketing .....	28
2.1.2.1.	Definition Of Relationship Marketing .....	28
2.1.2.2.	Element Of Relationship Marketing.....	29
2.1.2.3.	Levels Of Relationship Marketing .....	30
2.1.2.4.	Indicator of Relationship Marketing .....	31
2.1.3.	Service Recovery .....	33
2.1.3.1.	Definition Of Service Recovery .....	33
2.1.3.2.	Service Recovery Elements .....	34
2.1.3.3.	Service Recovery Strategy Categories.....	35
2.1.3.4.	Indicator of Service Recovery .....	38
2.1.4.	Promotion.....	39
2.1.4.1.	Definition of Promotion.....	39
2.1.4.2.	Purpose of Promotion.....	40
2.1.4.3.	Benefit of Promotion.....	43
2.2.4.4.	Characteristic of Promotion.....	44
2.2.4.5.	Promotion Mix.....	47
2.1.4.6.	Indicator of Promotion.....	49
2.1.5.	Customer Satisfaction .....	50
2.1.5.1.	Definition of Customer Satisfaction.....	50
2.1.5.2.	Element of Customer Satisfaction .....	51
2.1.5.3.	Measurement of Customer Satisfaction .....	52
2.1.5.4.	Characteristic of Customer Satisfaction .....	54
2.1.5.5.	Factor That Has Impact on Customer Satisfaction.....	54
2.1.5.6.	Benefit of Customer Satisfaction.....	57
2.1.5.7.	Driver of Customer Satisfaction .....	60
2.1.5.8.	Strategy in Customer Satisfaction .....	61
2.1.5.9.	Indicator of Customer Satisfaction.....	61
2.2	Previous Research.....	63
2.3	Hypothesis Development.....	66

2.4	Research Model.....	66
2.5	Framework Of Thinking.....	68
<b>CHAPTER III RESEARCH METHODOLOGY.....</b>		<b>70</b>
3.1	Research Design.....	70
3.2	Population and Sample.....	71
3.3	Data Collection Method .....	72
3.4	Operational Variable Definition and Variable Measurement.....	74
3.5	Data Analysis Method .....	76
<b>CHAPTER IV RESEARCH RESULT AND DISCUSSION .....</b>		<b>82</b>
4.1	General View of Karibia Boutique Hotel Medan .....	82
4.1.1.	Brief History of the Karibia Boutique Hotel Medan.....	82
4.1.2.	Vision and Mission.....	83
4.1.3.	Organization Structure of the Karibia Boutique Hotel Medan.....	84
4.1.4.	Job Description.....	85
4.2	Research Result.....	88
4.2.1.	Descriptive Statistics.....	88
4.2.2.	Test of Data Quality.....	94
4.2.3.	Test of Hypothesis.....	100
4.3	Discussion .....	110
<b>CHAPTER V CONCLUSION.....</b>		<b>119</b>
5.1	Conclusion.....	119
5.2	Recommendation.....	119
<b>REFERENCES.....</b>		<b>123</b>

## LIST OF FIGURES

	Page
Figure 1.1. Feedback from Customer About Karibia Boutique Hotel.....	5
Figure 1.2. Problem of Relationship Marketing at Karibia Boutique Hotel.....	7
Figure 1.3. Feedback of Service recovery Problem at Karibia Hotel Boutique.	9
Figure 1.4. Promotion at Karibia Hotel Boutique and Other Hotels.....	12
Figure 1.5. Promotion at 17 August.....	15
Figure 2.1. Research Model.....	68
Figure 2.2. Framework of Thinking.....	69
Figure 4.1. Organization Structure.....	85
Figure 4.2. Histogram.....	97
Figure 4.3. Normal P-P Plot.....	97
Figure 4.4. Histogram.....	99

## LIST OF TABLES

		Page
Table 2.1.	The Result of Previous Research .....	63
Table 3.1	Definition of Operational Variables.....	75
Table 3.2.	Validity Intervals.....	76
Table 3.3.	The scale of $\alpha$ (Reliability) .....	76
Table 4.1.	Characteristic of Respondent by Gender .....	88
Table 4.2	Characteristics of Respondents by Age .....	88
Table 4.3.	Characteristic of Respondentsby Length of Customer .....	89
Table 4.4.	Characteristic of RespondentsbyStatus of Family .....	89
Table 4.5.	Characteristic of Respondentsby Education .....	90
Table 4.6.	Frequency Answer of Relationship Marketing .....	90
Table 4.7.	Frequency Answer of Service Recovery .....	91
Table 4.8.	Frequency Answer of Promotion .....	92
Table 4.9.	Frequency Answer of Customer Satisfaction .....	93
Table 4.10.	Validity Test of Relatinship Marketing Variable.....	94
Table 4.11.	Validity Test of Service Recovery Variable.....	94
Table 4.12.	Validity Test of Promotion Variable .....	95
Table 4.13.	Validity Test of Customer Satisfaction Variable .....	95
Table 4.14.	Reliability Test .....	95
Table 4.15.	Normality Test.....	96
Table 4.16.	Multicollinearity Test. ....	98
Table 4.17.	Glejser Test.....	99
Table 4.18.	The Intervals Class for Relationship marketing .....	100
Table 4.19.	The Intervals Class for Service recovery .....	101
Table 4.20.	The Intervals Class for Promotion. ....	101
Table 4.21.	The Intervals Class for Customer Satisfaction .....	101
Table 4.22.	Mean, Median and Mode Calculation.....	102

Table 4.23.	Interval Class Per Questions.....	104
Table 4.24.	Mean, Median, Mode and Std Deviation of Relationship Marketing.....	104
Table 4.25.	Mean, Median, Mode and Std Deviation of Service Recovery....	105
Table 4.26.	Mean, Median, Mode and Std Deviation of Promotion.....	105
Table 4.27.	Mean, Median, Mode and Std Deviation of Customer Satisfaction. ....	106
Table 4.28.	Coefficient of Determination Test .....	106
Table 4.29.	Regression Analysis Result .....	107
Table 4.30.	T Test.....	108
Table 4.31.	F Test .....	109
Table 4.32.	Variable Indicators of Relationship Marketing .....	112
Table 4.33.	Variable Indicators of Relationship Marketing .....	114
Table 4.34.	Variable Indicators of Promotion.....	115
Table 4.35.	Variable Indicators of Customer Satisfaction.....	116

## LIST OF APPENDICES

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

