

## REFERENCE

Insights, E. (n.d.). *Hospitality industry: All your questions answered*. Hospitality Industry: All your questions answered. <https://hospitalityinsights.ehl.edu/hospitality-industry>

Service quality: Definition, 5 dimensions and implementation. (n.d.). <https://www.indeed.com/career-advice/career-development/service-quality>

Mohammed, A., & Rashid, B. (2018). A conceptual model of corporate social responsibility dimensions, brand image, and customer satisfaction in Malaysian hotel industry. *Kasetsart Journal of social sciences*, 39(2), 358-364.

Chandra, T., & Putra, R. (2021). Service Quality and Brand Image on Customer Satisfaction and Customer Loyalty at Pesonna Hotel Pekanbaru. *Journal of Applied Business and Technology*, 2(2), 142-153.

Irawan, R., & Sitio, A. (2021). RELATED IMPACT FROM PRODUCT QUALITY AND BRAND IMAGE TOWARDS BUYING DECISIONS AS WELL AS ITS IMPLICATIONS TO CUSTOMER SATISFACTION AT FUJI YUSOKI KOGYO.

*View of INTRODUCTION TO HOTEL OPERATION FOR STUDENTS OF SMK*

*NEGERI 7 CITY OF TANGERANG.* (n.d.).

<https://journalstkipgrisitubondo.ac.id/index.php/join/article/view/420/282>

Ali, B. J., Gardi, B., Othman, B. J., Ahmed, S. A., Ismael, N. B., Hamza, P. A., Aziz, H. M., Sabir, B. Y., Anwar, G. (2021). Hotel Service Quality: The Impact of Service Quality on Customer Satisfaction in Hospitality. *International Journal of Engineering, Business and Management*, 5(3), 14–28

Abdullah, D., Hamir, N., Nor, N. M., Krishnaswamy, J., & Rostum, A. M. M. (2018). Food quality, service quality, price fairness and restaurant re-patronage intention: The mediating role of customer satisfaction. *International Journal of Academic Research in Business and Social Sciences*, 8(17), 211-226.

Zhong, Y., & Moon, H. C. (2020). What drives customer satisfaction, loyalty, and happiness in fast-food restaurants in China? Perceived price, service quality, food quality, physical environment quality, and the moderating role of gender. *Foods*, 9(4), 460.

Zygiaris, S., Hameed, Z., Alsubaie, M. A., & Rehman, S. U. (2022, March 11).

*Service Quality and Customer Satisfaction in the Post Pandemic World: A Study of Saudi Auto Care Industry.* *Frontiers in Psychology*; Frontiers Media.

<https://doi.org/10.3389/fpsyg.2022.842141>

Rana, J., & Rana, J. (2022, October 31). *7 Most Important Customer Satisfaction Theories*. REVE Chat. <https://www.revechat.com/blog/customer-satisfaction-theory/amp/>

Augustinus, D. C., & Iona, D. (2020). INFLUENCE OF FOOD QUALITY OF CAFE IN MEDAN TOWARDS THE CUSTOMER SATISFACTION. *Journal of Accounting and Management Innovation*, 4(1), 47-57.

Riyanto, S. & Hatmawan, A. A, (2020). *Metode Riset Penelitian Kuantitatif (Penelitian di Bidang Manajemen, Teknik, Pendidikan, dan Eksperimen)*, Yogyakarta: Deepublish.

McCombes, S. (2020, September 3). *Descriptive research*. Scribbr. <https://www.scribbr.com/methodology/descriptive-research/>

Sugiyono (2018). *Metode Penelitian Kuantitatif*. Alfabeta Bandung

Suliyanto (2018). *Metode Penelitian Bisnis untuk Skripsi, Tesis, & Disertasi*. Yogyakarta: Andi Offset.

*Jiemar*. ISSN 2722-8878 (Online) | JIEMAR | The ISSN Portal. (n.d.). <https://portal.issn.org/resource/ISSN/2722-8878>

Cahaya, Y. F., Winarti, C. E., & Erasashanti, A. P. (2023). Improving the Loyalty of Customer through the Effectiveness of Customer Satisfaction, Service Quality, and Food Quality. *Dinasti International Journal of Economics, Finance & Accounting*, 4(3), 404-415.

Adi, P. R. N. C., & Basuki, R. (2019). Effect of brand image and service quality on customer satisfaction and loyalty at Bank Jatim Syariah Surabaya. *Russian Journal of Agricultural and Socio-Economic Sciences*, 87(3), 152-165.

Ghozali, I. (2018). Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25. 9th ed. Semarang: Badan Penerbit Universitas Diponegoro.

Hermawan, F. T., & Budiono. (2020). Pengaruh bauran pemasaran terhadap keputusan pembelian motor honda (studi kasus pada konsumen motor honda di komplek graha indah bekasi). Skripsi thesis, Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta. <http://repository.stei.ac.id/id/eprint/1738>

Wang, F., Ke Lv, K. L., Sun, X., & Ge, P. (2023). Validity and reliability of the Chinese version of the Health Literacy scale short-form in the Chinese population. *BMC public health*. <https://pubmed.ncbi.nlm.nih.gov/36823591/>

Diputra, I. G. A. W., & Yasa, N. N. (2021). The influence of product quality, brand image, brand trust on customer satisfaction and loyalty. *American International Journal of Business Management (AIJBM)*, 4(1), 25-34.



## **APPENDIX A : RESEARCH QUESTIONARE**

Hi! There, I'm Angel from Universitas Pelita Harapan (UPH) Medan, Indonesia majoring in Hospitality Management who is currently undergoing my Final Project/Thesis. I hope you guys are willing to fill out this short survey. This survey was conducted with the aim of researching and analyzing more deeply the level of satisfaction you to W hotel Bali, Seminyak.

Participation from all of you are very important in helping this research process. Therefore, i hope that all of you can fill out this survey as objectively and honestly as possible. **All your identities and answer to the survey are only use for this research purpose and will be kept confidential.**

This research uses a Likert scale with a scale 1 to 5, with the following information:

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

Thank you for your attention and willingness in filling out this questionnaire :)

**Respondent Profile**

Age:

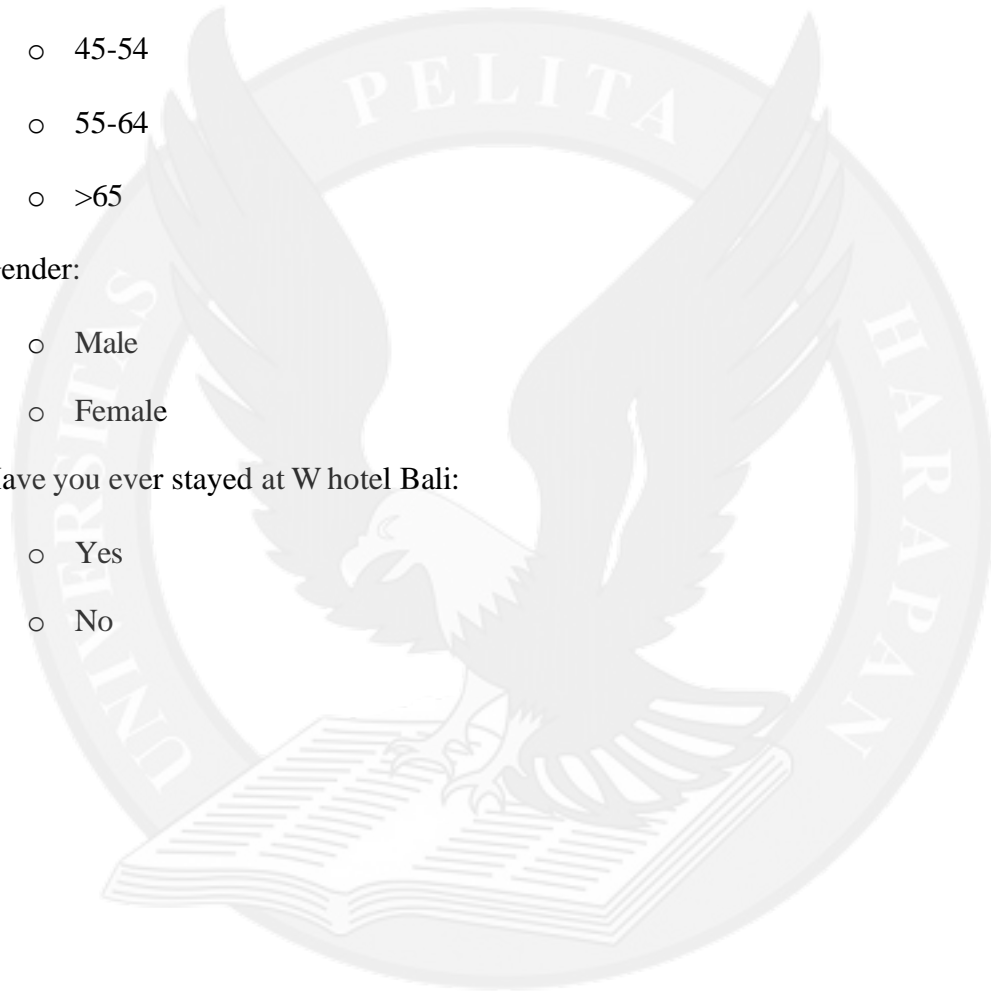
- 17-24
- 25-34
- 35-44
- 45-54
- 55-64
- >65

Gender:

- Male
- Female

Have you ever stayed at W hotel Bali:

- Yes
- No



Brand Image						
No	Questions	1	2	3	4	5
1	W hotel Bali have a good identity brand in every customer					
2	W hotel Bali known as friend holiday occasion					
3	W hotel Bali have their own personality in treat every customer					
4	W hotel Bali get so many recommendations from the customer					
5	W hotel Bali is the top one hotel for every customer come to Bali especially at Seminyak area					
6	W hotel Bali have their own attitude to make customer feel different from the other hotel					
7	W hotel Bali get many benefits from make the customer satisfied.					

Service Quality						
No	Questions	1	2	3	4	5
1	W hotel Bali gives its customer individualism attention.					
2	The staff of W hotel Bali understand the specific needs of their customer.					
3	The staff at W hotel Bali have customer best interest at heart					
4	W hotel Bali staff are able to provide service as its promise.					
5	W hotel Bali staff are dependable in handling customer service problem.					
6	W hotel Bali keeps customers informed of the performance of service.					
7	The service of W hotel Bali is responsive and fast.					
8	The staff of W hotel Bali have a good initiative in helping customer.					
9	The staff at W hotel Bali are consistently courteous and friendly with customer.					
10	The W hotel Bali have a safe environment to stay.					
11	The staff of W hotel Bali have a good knowledge to answer customer request.					
12	W hotel Bali has a modern look equipment.					
13	W hotel Bali provides clean and comfortable room.					



14	W hotel Bali provides the clean swimming pool, spa, and gym.					
----	--	--	--	--	--	--

Food Quality						
No	Questions	1	2	3	4	5
1	W hotel Bali use the clean equipment to make every food					
2	W hotel Bali serve the food in good quality					
3	W hotel Bali have a good plating in every food					
4	W hotel Bali have a good attractive menu for the customer before choosing					
5	W hotel Bali use the fresh ingredients in every food					
6	W hotel Bali serves the food with the good taste					
7	W hotel Bali serves the food according to customer expectations					

Customer Satisfaction						
No	Questions	1	2	3	4	5
1	W hotel Bali give the happy memory to every customer					
2	The staff of W hotel Bali can make the customer feel satisfied.					
3	W hotel Bali service quality, brand image and the food quality always make the customer feel satisfied.					
4	The staff of W hotel Bali create a happy moment to every customer.					
5	Customer of W hotel Bali always feel happy of their service quality and the food quality					
6	The staff of W hotel Bali make the customer feel comfortable for the service quality					

Hai! Di sana, saya Angel dari Universitas Pelita Harapan (UPH) Medan, Indonesia jurusan Manajemen Perhotelan yang sedang menjalani Tugas Akhir/Skripsi. Saya harap kalian bersedia mengisi survei singkat ini. Survei ini dilakukan dengan tujuan untuk meneliti dan menganalisis lebih dalam tingkat kepuasan Anda terhadap W hotel Bali, Seminyak.

Partisipasi anda semua sangat penting dalam membantu proses penelitian ini. Oleh karena itu, saya berharap Anda semua dapat mengisi survei ini seobjektif dan sejujur mungkin. Seluruh identitas dan jawaban Anda terhadap survei hanya digunakan untuk tujuan penelitian ini dan akan dijaga kerahasiaannya.

Penelitian ini menggunakan skala Likert dengan skala 1 sampai 5, dengan informasi sebagai berikut:

1. Sangat Tidak Setuju
2. Tidak setuju
3. Netral
4. Setuju
5. Sangat Setuju

Terima kasih atas perhatian dan kesediaannya mengisi kuesioner ini :)

**Data Diri :**

Umur:

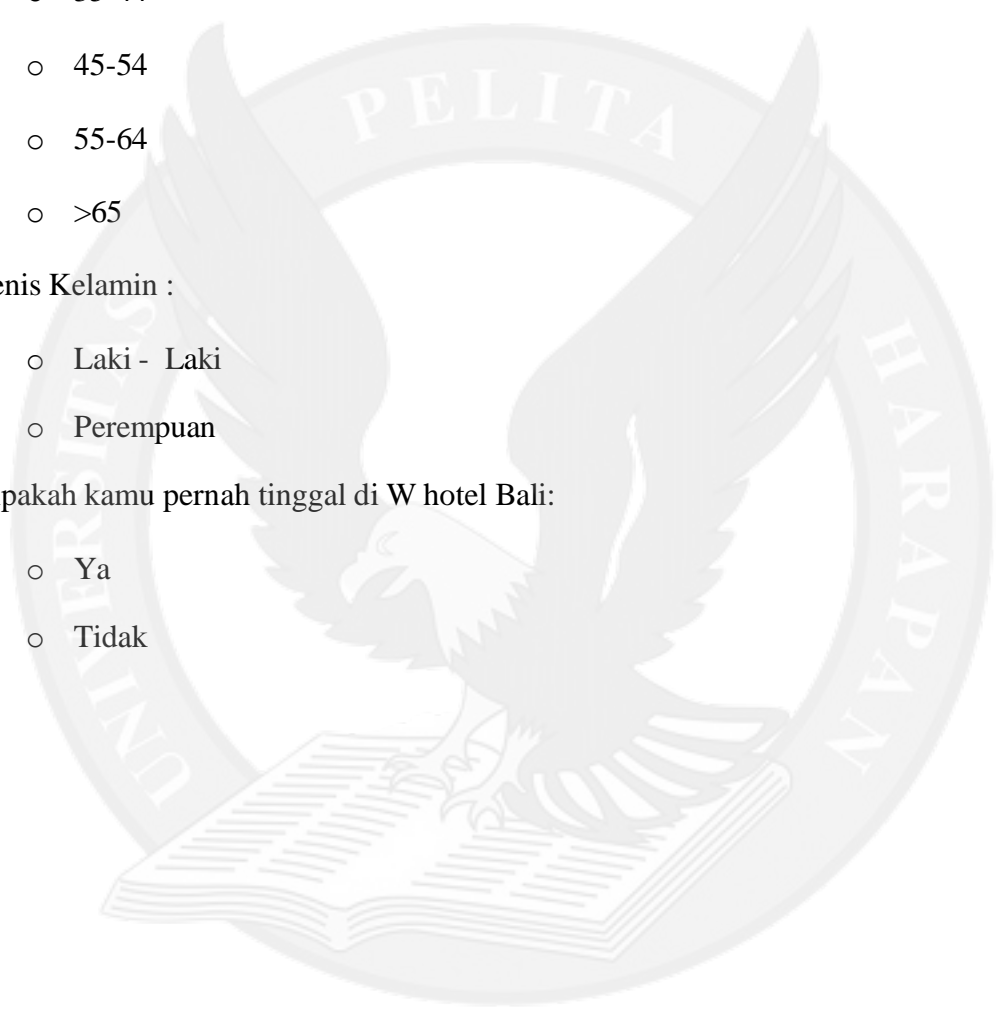
- 17-24
- 25-34
- 35-44
- 45-54
- 55-64
- >65

Jenis Kelamin :

- Laki - Laki
- Perempuan

Apakah kamu pernah tinggal di W hotel Bali:

- Ya
- Tidak



Citra Merek						
No	Questions	1	2	3	4	5
1	W hotel Bali mempunyai identitas brand yang baik pada setiap pelanggannya.					
2	W hotel Bali dikenal sebagai acara liburan sahabat.					
3	W hotel Bali memiliki kepribadian tersendiri dalam memperlakukan setiap pelanggannya.					
4	W hotel Bali mendapatkan banyak sekali rekomendasi dari pelanggan.					
5	W hotel Bali adalah hotel terbaik bagi setiap pelanggan yang datang ke Bali khususnya di kawasan Seminyak.					
6	W hotel Bali memiliki sikap tersendiri untuk membuat pelanggan merasa berbeda dari hotel lainnya.					
7	W hotel Bali mendapatkan banyak keuntungan dalam membuat pelanggannya merasa puas.					

Kualitas Pelayanan						
No	Questions	1	2	3	4	5
1	W hotel Bali memberikan perhatian individualisme pelanggannya.					
2	Staf W hotel Bali memahami kebutuhan spesifik pelanggan mereka.					
3	Staf di W hotel Bali mengutamakan kepentingan pelanggan.					
4	Staf W hotel Bali mampu memberikan pelayanan sesuai janjinya.					
5	Staf W hotel Bali dapat diandalkan dalam menangani masalah layanan pelanggan.					
6	W hotel Bali terus memberi informasi kepada pelanggan tentang kinerja layanan.					
7	Pelayanan W hotel Bali responsive dan cepat.					
8	Staf W hotel Bali memiliki inisiatif yang baik dalam membantu pelanggan.					
9	Staf di W hotel Bali secara konsisten sopan dan ramah terhadap pelanggan.					
10	W hotel Bali memiliki lingkungan yang aman untuk menginap.					
11	Staf W hotel Bali memiliki pengetahuan yang baik untuk menjawab permintaan pelanggan.					

12	W hotel Bali memiliki perlengkapan berpenampilan modern.					
13	W hotel Bali menyediakan kamar yang bersih dan nyaman.					
14	W hotel Bali menyediakan kolam renang bersih, spa, dan gym.					

Kualitas Makanan						
No	Questions	1	2	3	4	5
1	W hotel Bali memakai perlengkapan dapur yang bersih					
2	W hotel Bali menyajikan makanan dalam kualitas yang bagus					
3	W hotel Bali memiliki penataan bagus dalam makanan					
4	W hotel Bali memiliki menu yang menarik untuk dipilih					
5	W hotel Bali memakai bahan yang segar untuk membuat makanan					
6	W hotel Bali menyajikan makanan dalam rasa yang enak					
7	W hotel Bali menyajikan makanan sesuai dengan ekspektasi pelanggan					

Kepuasan Pelanggan						
No	Questions	1	2	3	4	5
1	W hotel Bali give memberikan kebahagiaan kepada setiap pelanggan.					
2	Staf W hotel Bali selalu dapat membuat pelanggan merasa puas.					
3	Kualitas pelayanan W hotel Bali, citra merek dan kualitas makanan selalu membuat pelanggan merasa puas					
4	Staf W hotel Bali menciptakan momen bahagia kepada setiap pelanggan .					
5	Pelanggan W hotel Bali selalu merasa senang dengan kualitas layanan dan kualitas makanannya.					
6	Staf W hotel Bali selalu membuat pelanggan merasa nyaman dengan kualitsa perlayanan mereka.					





Food Quality							
Q1	Q2	Q3	Q4	Q5	Q6	Q7	Total
5	5	5	5	5	5	5	35
4	4	4	4	4	4	4	28
4	3	4	3	4	4	4	26
5	5	5	5	5	5	4	34
4	5	3	4	5	3	3	27
5	5	5	5	5	5	5	35
4	4	4	4	4	3	4	27
5	5	5	5	5	5	5	35
5	5	5	5	5	4	4	33
4	4	5	4	4	5	5	31
5	5	5	5	5	5	5	35
5	5	5	5	5	5	5	35
4	5	4	5	5	5	5	33
5	5	5	5	5	5	5	35
5	5	5	5	5	5	5	35
4	4	4	3	4	4	4	27
5	5	5	5	4	4	4	32
5	5	5	5	5	5	5	35
4	5	5	5	5	5	5	34
5	5	5	5	5	5	5	35
3	3	4	3	4	5	5	27
4	4	4	4	4	4	4	28
4	4	4	4	4	4	4	28
4	3	4	5	5	4	4	29
3	4	5	3	4	5	5	29
5	5	5	5	5	5	5	35
4	4	4	4	5	4	5	30
5	4	4	5	4	5	4	31
4	4	4	3	4	4	4	27
5	4	5	5	5	5	5	34



Customer Satisfaction						
Q1	Q2	Q3	Q4	Q5	Q6	Total
5	5	5	5	5	5	30
4	4	3	4	4	4	23
4	4	3	4	4	4	23
5	4	4	5	5	4	27
4	3	5	4	4	4	24
5	5	5	5	5	5	30
4	4	3	4	4	4	23
5	5	5	5	5	5	30
5	5	5	5	5	5	30
5	5	4	5	5	4	28
5	5	5	5	5	5	30
5	5	5	5	5	5	30
5	5	5	5	5	4	29
4	5	5	5	5	5	29
5	5	5	5	5	5	30
4	4	4	4	4	4	24
5	4	4	4	4	4	25
5	5	5	5	5	5	30
5	5	5	4	3	5	27
5	4	5	5	5	4	28
5	5	5	5	5	5	30
5	5	5	5	5	5	30
4	4	4	4	4	4	24
4	5	4	5	4	5	27
4	3	5	5	4	5	26
5	5	5	5	5	5	30
4	3	4	3	4	5	23
4	5	5	4	4	5	27
4	4	4	4	4	4	24
5	5	4	5	5	5	29

## APPENDIX C : VALIDITY TEST AND REALIBILITY TEST

### 1. Brand Image

#### Validity Test

		Correlations							
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	Total
X1.1	Pearson Correlation	1	.599**	.410*	.443*	.738**	.717**	.768**	.835**
	Sig. (2-tailed)		<.001	.025	.014	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30
X1.2	Pearson Correlation	.599**	1	.550**	.555**	.595**	.432*	.555**	.744**
	Sig. (2-tailed)	<.001		.002	.001	<.001	.017	.001	<.001
	N	30	30	30	30	30	30	30	30
X1.3	Pearson Correlation	.410*	.550**	1	.564**	.562**	.598**	.463**	.698**
	Sig. (2-tailed)	.025	.002		.001	.001	<.001	.010	<.001
	N	30	30	30	30	30	30	30	30
X1.4	Pearson Correlation	.443*	.555**	.564**	1	.777**	.520**	.697**	.795**
	Sig. (2-tailed)	.014	.001	.001		<.001	.003	<.001	<.001
	N	30	30	30	30	30	30	30	30
X1.5	Pearson Correlation	.738**	.595**	.562**	.777**	1	.717**	.845**	.925**
	Sig. (2-tailed)	<.001	<.001	.001	<.001		<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30
X1.6	Pearson Correlation	.717**	.432*	.598**	.520**	.717**	1	.683**	.816**
	Sig. (2-tailed)	<.001	.017	<.001	.003	<.001		<.001	<.001
	N	30	30	30	30	30	30	30	30
X1.7	Pearson Correlation	.768**	.555**	.463**	.697**	.845**	.683**	1	.889**
	Sig. (2-tailed)	<.001	.001	.010	<.001	<.001	<.001		<.001
	N	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.835**	.744**	.698**	.795**	.925**	.816**	.889**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	30	30	30	30	30	30	30	30

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

#### Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.916	7

## 2. Service Quality

Validity Test:

		Correlations														Total
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	X2.13	X2.14	
X2.1	Pearson Correlation	1	.563**	.448*	.549**	.756**	.564**	.505**	.619**	.511**	.487**	.549**	.598**	.619**	.666**	.792**
	Sig. (2-tailed)		.001	.013	.002	<.001	.001	.004	<.001	.004	.006	.002	<.001	<.001	<.001	<.001
X2.2	Pearson Correlation	.563**	1	.345	.609**	.686**	.517**	.416*	.676**	.579**	.713**	.493**	.753**	.555**	.486**	.765**
	Sig. (2-tailed)	.001		.062	<.001	<.001	.003	.022	<.001	<.001	<.001	.006	<.001	.001	.006	<.001
X2.3	Pearson Correlation	.448*	.345	1	.361	.326	.131	.298	.351	.432*	.341	.418*	.405*	.590**	.723**	.558**
	Sig. (2-tailed)	.013	.062		.050	.079	.489	.110	.057	.017	.065	.022	.026	<.001	<.001	<.001
X2.4	Pearson Correlation	.549**	.609**	.361	1	.545**	.782**	.789**	.668**	.648**	.498**	.490**	.407*	.551**	.469**	.795**
	Sig. (2-tailed)	.002	<.001	.050		.002	<.001	<.001	<.001	<.001	.005	.006	.026	.002	.009	<.001
X2.5	Pearson Correlation	.756**	.686**	.326	.545**	1	.606**	.441*	.658**	.366*	.436*	.479**	.607**	.539**	.383*	.730**
	Sig. (2-tailed)	<.001	<.001	.079	.002		<.001	.015	<.001	.047	.016	.007	<.001	.002	.037	<.001
X2.6	Pearson Correlation	.564**	.517**	.131	.782**	.606**	1	.609**	.480**	.468**	.363*	.496**	.382*	.403*	.281	.690**
	Sig. (2-tailed)	.001	.003	.489	<.001	<.001		<.001	.007	.009	.049	.005	.037	.027	.133	<.001
X2.7	Pearson Correlation	.505**	.416*	.298	.789**	.441*	.609**	1	.701**	.669**	.401*	.395*	.422*	.616**	.448*	.735**
	Sig. (2-tailed)	.004	.022	.110	<.001	.015	<.001		<.001	<.001	.028	.031	.020	<.001	.013	<.001
X2.8	Pearson Correlation	.619**	.676**	.351	.668**	.658**	.480**	.701**	1	.777**	.736**	.531**	.665**	.732**	.540**	.837**
	Sig. (2-tailed)	<.001	<.001	.057	<.001	<.001	.007	<.001		<.001	<.001	.003	<.001	<.001	.002	<.001
X2.9	Pearson Correlation	.511**	.579**	.432*	.648**	.366*	.468**	.669**	.777**	1	.799**	.796**	.726**	.896**	.767**	.860**
	Sig. (2-tailed)	.004	<.001	.017	<.001	.047	.009	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001
X2.10	Pearson Correlation	.487**	.713**	.341	.498**	.436*	.363*	.401*	.736**	.799**	1	.654**	.796**	.736*	.659**	.771**
	Sig. (2-tailed)	.006	<.001	.065	.005	.016	.049	.028	<.001	<.001	<.001		<.001	<.001	<.001	<.001
X2.11	Pearson Correlation	.549**	.493**	.418*	.490**	.479**	.496**	.395*	.531**	.796**	.654**	1	.711**	.888**	.767**	.789**
	Sig. (2-tailed)	.002	.006	.022	.006	.007	.005	.031	.003	<.001	<.001		<.001	<.001	<.001	<.001
X2.12	Pearson Correlation	.598**	.753**	.405*	.407*	.607**	.382*	.422*	.665**	.726**	.796**	.711**	1	.800**	.706**	.808**
	Sig. (2-tailed)	<.001	<.001	.026	.026	<.001	.037	.020	<.001	<.001	<.001	<.001		<.001	<.001	<.001
X2.13	Pearson Correlation	.619**	.555**	.590**	.551**	.539**	.403*	.616**	.732**	.896**	.736**	.688**	.800**	1	.863**	.889**
	Sig. (2-tailed)	<.001	.001	<.001	.002	.002	.027	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001
X2.14	Pearson Correlation	.666**	.486**	.723**	.469**	.383*	.281	.448*	.540**	.767**	.659**	.767**	.706**	.863**	1	.794**
	Sig. (2-tailed)	<.001	.006	<.001	.009	.037	.133	.013	.002	<.001	<.001	<.001	<.001	<.001		<.001
Total	Pearson Correlation	.792**	.765**	.558**	.795**	.730**	.690**	.735**	.837**	.860**	.771**	.789**	.808**	.889**	.794**	1
	Sig. (2-tailed)	<.001	<.001	.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

Reliability Test:

Reliability Statistics	
Cronbach's Alpha	N of Items
.942	14

### 3. Food Quality

Validity Test:

		Correlations							
		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	Total
X3.1	Pearson Correlation	1	.679**	.585**	.809**	.575**	.356	.199	.792**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	.053	.291	<.001
	N	30	30	30	30	30	30	30	30
X3.2	Pearson Correlation	.679**	1	.539**	.680**	.632**	.328	.273	.776**
	Sig. (2-tailed)	<.001		.002	<.001	<.001	.076	.145	<.001
	N	30	30	30	30	30	30	30	30
X3.3	Pearson Correlation	.585**	.539**	1	.551**	.412*	.717**	.683**	.824**
	Sig. (2-tailed)	<.001	.002		.002	.024	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30
X3.4	Pearson Correlation	.809**	.680**	.551**	1	.733**	.430*	.317	.853**
	Sig. (2-tailed)	<.001	<.001	.002		<.001	.018	.088	<.001
	N	30	30	30	30	30	30	30	30
X3.5	Pearson Correlation	.575**	.632**	.412*	.733**	1	.374*	.412*	.760**
	Sig. (2-tailed)	<.001	<.001	.024	<.001		.042	.024	<.001
	N	30	30	30	30	30	30	30	30
X3.6	Pearson Correlation	.356	.328	.717**	.430*	.374*	1	.813**	.732**
	Sig. (2-tailed)	.053	.076	<.001	.018	.042		<.001	<.001
	N	30	30	30	30	30	30	30	30
X3.7	Pearson Correlation	.199	.273	.683**	.317	.412*	.813**	1	.662**
	Sig. (2-tailed)	.291	.145	<.001	.088	.024	<.001		<.001
	N	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.792**	.776**	.824**	.853**	.760**	.732**	.662**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	30	30	30	30	30	30	30	30

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

Reliability Test:

Reliability Statistics	
Cronbach's Alpha	N of Items
.884	7

#### 4. Customer Satisfaction

Validity Test:

		Correlations						
		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Total
Y.1	Pearson Correlation	1	.609**	.507**	.639**	.654**	.306	.789**
	Sig. (2-tailed)		<.001	.004	<.001	<.001	.101	<.001
	N	30	30	30	30	30	30	30
Y.2	Pearson Correlation	.609**	1	.407*	.628**	.531**	.507**	.799**
	Sig. (2-tailed)	<.001		.025	<.001	.003	.004	<.001
	N	30	30	30	30	30	30	30
Y.3	Pearson Correlation	.507**	.407*	1	.538**	.442*	.609**	.762**
	Sig. (2-tailed)	.004	.025		.002	.014	<.001	<.001
	N	30	30	30	30	30	30	30
Y.4	Pearson Correlation	.639**	.628**	.538**	1	.793**	.393*	.855**
	Sig. (2-tailed)	<.001	<.001	.002		<.001	.032	<.001
	N	30	30	30	30	30	30	30
Y.5	Pearson Correlation	.654**	.531**	.442*	.793**	1	.291	.791**
	Sig. (2-tailed)	<.001	.003	.014	<.001		.119	<.001
	N	30	30	30	30	30	30	30
Y.6	Pearson Correlation	.306	.507**	.609**	.393*	.291	1	.661**
	Sig. (2-tailed)	.101	.004	<.001	.032	.119		<.001
	N	30	30	30	30	30	30	30
Total	Pearson Correlation	.789**	.799**	.762**	.855**	.791**	.661**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	
	N	30	30	30	30	30	30	30

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

Reliability Test:

Reliability Statistics	
Cronbach's Alpha	N of Items
.864	6

### APPENDIX D : DATA TABULATION OF MAIN TEST

Brand Image							
Q1	Q2	Q3	Q4	Q5	Q6	Q7	Total
4	4	3	4	4	3	4	26
4	3	3	3	3	4	3	23
3	3	3	5	5	5	5	29
3	4	4	3	2	3	2	21
4	4	4	5	3	5	3	28
5	5	5	3	3	1	3	25
3	4	3	2	1	3	1	17
4	4	3	3	3	3	3	23
4	4	2	3	2	4	2	21
4	3	4	3	2	4	2	22
4	3	4	5	3	5	3	27
4	4	4	5	2	5	2	26
4	4	4	4	3	3	3	25
4	3	4	3	2	3	2	21
5	4	5	5	4	4	4	31
3	4	3	3	2	4	2	21
4	4	5	3	3	3	3	25
2	4	2	2	3	4	3	20
5	5	5	5	5	5	5	35
5	5	5	4	3	3	3	28
5	4	5	5	3	5	3	30
4	4	4	3	4	5	4	28
4	3	4	3	2	3	2	21
5	3	5	3	3	4	3	26
4	2	3	4	3	4	3	23
3	2	4	3	2	4	2	20
3	3	5	5	5	3	5	29
3	3	3	5	5	4	5	28
1	1	1	2	2	1	2	10
2	3	2	2	2	4	2	17
3	3	3	4	4	3	4	24
4	3	3	4	4	4	4	26
5	4	5	4	4	3	4	29
4	4	5	5	5	5	5	33
4	3	3	4	4	5	4	27
3	4	4	4	3	4	3	25
4	4	4	4	4	4	4	28
1	5	1	4	4	4	4	23

5	5	4	4	3	3	3	27
4	3	3	3	3	5	3	24
2	2	2	4	3	4	3	20
3	4	3	3	3	3	3	22
5	3	4	4	4	5	4	29
3	3	2	4	3	4	3	22
4	4	4	5	3	4	3	27
5	3	5	3	4	5	4	29
3	3	3	4	3	4	3	23
5	5	5	5	5	5	5	35
5	3	4	5	4	4	4	29
3	3	3	3	3	3	3	21
3	4	3	4	4	3	4	25
5	5	4	4	3	4	3	28
5	4	5	1	3	3	3	24
3	4	3	4	3	4	3	24
5	5	5	5	5	5	5	35
3	4	3	3	2	3	2	20
3	3	3	5	4	5	4	27
3	3	3	4	3	3	3	22
3	3	3	3	3	3	3	21
4	4	4	3	4	4	4	27
4	4	4	5	3	4	3	27
3	2	3	4	4	4	4	24
4	4	4	3	3	4	3	25
1	1	5	5	5	5	5	27
3	4	3	3	3	4	3	23
4	3	3	2	2	3	2	19
5	5	5	3	3	3	3	27
4	5	4	2	3	5	3	26
4	5	4	3	3	4	3	26
4	4	3	5	4	4	4	28
3	3	3	4	2	4	2	21
3	4	3	3	3	4	3	23
5	4	4	4	5	5	5	32
5	5	5	5	5	5	5	35
3	4	3	1	1	3	1	16
5	5	3	5	5	5	5	33
4	4	4	4	4	4	4	28
2	3	2	3	3	2	3	18
4	4	4	4	4	4	4	28
4	4	4	2	2	2	2	20

5	4	5	3	4	5	4	30
4	4	4	4	3	4	3	26
3	3	1	1	3	4	3	18
5	5	5	5	5	5	5	35
4	4	4	3	3	4	3	25
4	4	3	2	2	3	2	20
4	3	3	4	4	4	4	26
4	4	4	4	4	4	4	28
4	5	5	4	3	5	3	29
4	4	4	2	2	4	2	22
3	3	4	3	2	4	2	21
5	4	5	2	2	3	2	23
5	3	4	3	3	5	3	26
5	5	5	5	5	5	5	35
5	4	3	4	3	4	3	26
3	4	3	4	3	4	3	24
4	5	4	3	3	1	3	23
4	4	4	4	4	4	4	28







3	3	4	3	3	4	3	3	4	3	3	3	3	4	46
3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
3	3	2	3	3	2	3	3	2	3	3	3	3	2	38
4	3	3	4	3	3	4	3	3	4	3	4	3	3	47
4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
4	4	3	4	4	3	4	4	3	4	4	4	4	3	52
3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
4	3	3	4	3	3	4	3	3	4	3	4	3	3	47
3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
3	3	4	3	3	4	3	3	4	3	3	3	3	4	46
5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
2	2	3	2	2	3	2	2	3	2	2	2	2	3	32
5	3	4	5	3	4	5	3	4	5	3	5	3	4	56
4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
2	1	5	2	1	5	2	1	5	2	1	2	1	5	35
3	3	4	3	3	4	3	3	4	3	3	3	3	4	46
3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
3	5	5	3	5	5	3	5	5	3	5	3	5	5	60
3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
2	4	5	2	4	5	2	4	5	2	4	2	4	5	50
3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
5	5	5	5	5	5	5	5	5	5	5	5	5	5	70
4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
4	4	5	4	4	5	4	4	5	4	4	4	4	5	60
4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
3	3	4	3	3	4	3	3	4	3	3	3	3	4	46
4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
4	3	4	4	3	4	4	3	4	4	3	4	3	4	51
4	4	5	4	4	5	4	4	5	4	4	4	4	5	60



2	3	4	5	2	3	4	23
4	5	5	5	4	5	5	33
3	3	2	3	3	3	2	19
5	3	4	5	5	3	4	29
4	3	4	4	4	3	4	26
4	4	3	4	4	4	3	26
3	5	3	3	3	5	3	25
3	3	3	3	3	3	3	21
3	3	3	3	3	3	3	21
4	4	3	2	4	4	3	24
3	3	3	3	3	3	3	21
4	4	4	4	4	4	4	28
5	5	4	5	5	5	4	33
5	5	4	4	5	5	4	32
4	5	4	4	4	5	4	30
4	3	3	4	4	3	3	24
4	4	4	4	4	4	4	28
4	5	4	5	4	5	4	31
5	5	5	5	5	5	5	35
5	5	4	4	5	5	4	32
4	4	4	4	4	4	4	28
3	3	3	3	3	3	3	21
2	3	4	4	2	3	4	22
3	4	2	2	3	4	2	20
4	4	4	4	4	4	4	28
3	3	3	3	3	3	3	21
4	4	5	5	4	4	5	31
5	5	5	5	5	5	5	35
4	5	3	4	4	5	3	28
3	3	3	3	3	3	3	21
4	4	4	4	4	4	4	28
4	3	4	3	4	3	4	25
3	3	3	3	3	3	3	21
4	4	3	4	4	4	3	26
5	5	5	5	5	5	5	35
4	4	4	5	4	4	4	29
4	4	4	3	4	4	4	27



4	4	4	3	4	4	4	27
3	3	3	3	3	3	3	21
5	5	5	5	5	5	5	35
4	4	4	4	4	4	4	28

Customer Satisfaction						
Q1	Q2	Q3	Q4	Q5	Q6	Total
3	5	4	4	4	4	24
4	4	4	4	4	4	24
3	3	3	3	3	3	18
4	4	4	3	4	4	23
5	5	4	4	4	4	26
3	3	3	3	2	3	17
4	3	4	4	4	4	23
4	4	4	4	4	4	24
5	5	5	5	5	5	30
5	5	5	3	3	5	26
3	3	3	4	4	3	20
2	4	4	4	4	4	22
4	3	3	3	3	3	19
3	3	3	3	3	3	18
4	5	5	5	5	5	29
4	4	4	4	4	4	24
3	3	4	3	2	4	19
3	3	4	3	4	4	21
5	5	5	5	4	5	29
4	4	4	4	4	4	24
5	4	2	3	4	2	20
4	5	3	3	5	3	23
4	3	3	2	4	3	19
5	4	3	4	5	3	24
3	4	4	3	3	4	21
3	4	3	2	4	3	19
3	3	5	3	5	5	24
4	5	5	5	5	5	29
3	3	3	3	3	3	18
3	3	3	3	4	3	19
3	3	3	3	3	3	18
4	4	4	4	4	4	24
4	5	5	4	4	5	27
5	4	5	5	5	5	29

4	5	4	3	4	4	24
4	3	4	3	3	4	21
4	4	4	4	4	4	24
4	4	4	4	4	4	24
5	5	5	5	5	5	30
4	4	4	3	4	4	23
3	3	3	3	3	3	18
4	4	3	3	3	3	20
4	4	4	4	4	4	24
3	3	3	2	4	3	18
4	4	4	4	4	4	24
3	3	3	4	2	3	18
3	4	4	4	4	4	23
5	5	5	4	5	5	29
4	5	4	3	4	4	24
3	3	3	3	3	3	18
4	4	4	4	4	4	24
3	3	3	3	3	3	18
3	3	3	3	3	3	18
4	4	4	4	5	4	25
5	5	5	5	5	5	30
4	4	4	5	4	4	25
4	4	4	3	4	4	23
3	3	3	3	3	3	18
3	3	3	3	3	3	18
3	4	4	4	4	4	23
3	3	3	3	4	3	19
5	4	5	5	4	5	28
3	2	2	1	4	2	14
3	3	3	3	3	3	18
3	4	4	3	4	4	22
3	3	4	4	3	4	21
4	4	3	3	3	3	20
4	4	4	4	4	4	24
3	3	3	3	4	3	19
4	4	4	3	4	4	23
3	4	4	3	4	4	22
3	3	3	3	3	3	18
4	5	5	4	4	5	27
5	5	5	5	5	5	30
3	5	3	4	4	3	22
3	3	4	4	3	4	21
4	4	4	4	4	4	24

3	3	3	3	4	3	19
4	4	4	4	4	4	24
4	3	4	4	4	4	23
4	4	4	4	4	4	24
3	3	3	4	3	3	19
2	2	2	2	3	2	13
4	4	4	3	5	4	24
4	3	3	4	4	3	21
4	3	3	3	3	3	19
3	4	4	4	4	4	23
4	4	4	4	4	4	24
5	5	4	4	4	4	26
2	2	2	2	4	2	14
3	4	4	3	4	4	22
3	3	3	3	4	3	19
4	4	3	3	5	3	22
5	5	5	5	5	5	30
3	3	3	4	4	3	20
3	4	4	3	4	4	22
3	3	4	3	4	4	21
4	4	4	4	4	4	24



## APPENDIX E : DESCRIPTIVE STATISTIC

### 1. Mean, Median, Mode, Standard Deviation, Variance

#### Brand Image

		Statistics						
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7
N	Valid	98	98	98	98	98	98	98
	Missing	0	0	0	0	0	0	0
Mean		3.8061	3.7245	3.6735	3.6122	3.2755	3.8673	3.2755
Median		4.0000	4.0000	4.0000	4.0000	3.0000	4.0000	3.0000
Mode		4.00	4.00	4.00	4.00	3.00	4.00	3.00
Std. Deviation		.97026	.87084	.99250	1.04173	.98211	.92656	.98211
Variance		.941	.758	.985	1.085	.965	.859	.965

#### Brand Image – Question 1

**W hotel Bali have a good identity brand in every customer**

	Frequency	Percent
Strongly Disagree	3	3,1
Disagree	4	4,1
Neutral	27	27,6
Agree	39	39,8
Strongly Agree	25	25,5
Total	98	100,0

#### Brand Image – Question 2

**W hotel Bali known as friend holiday occasion**

	Frequency	Percent
Strongly Disagree	2	2,0
Disagree	4	4,1
Neutral	30	30,6
Agree	45	45,9
Strongly Agree	17	17,3
Total	98	100,0

**Brand Image – Question 3**

**W hotel Bali have their own personality in treat every customer**

	Frequency	Percent
Strongly Disagree	3	3,1
Disagree	6	6,1
Neutral	33	33,7
Agree	34	34,7
Strongly Agree	22	22,4
Total	98	100,0

**Brand Image – Question 5**

**W hotel Bali is the top one hotel for every customer come to Bali especially Seminyak are**

	Frequency	Percent
Strongly Disagree	2	2,0
Disagree	18	18,4
Neutral	42	42,9
Agree	23	23,5
Strongly Agree	13	13,3
Total	98	100,0

**Brand Image – Question 7**

**W hotel Bali get many benefits from make the customer satisfied.**

	Frequency	Percent
Strongly Disagree	2	2,0
Disagree	18	18,4
Neutral	42	42,9
Agree	23	23,5
Strongly Agree	13	13,3
Total	98	100,0

**Brand Image – Question 4**

**W hotel Bali get so many recommendations from the customer**

	Frequency	Percent
Strongly Disagree	3	3,1
Disagree	10	10,2
Neutral	31	31,6
Agree	32	32,7
Strongly Agree	22	22,4
Total	98	100,0

**Brand Image – Question 6**

**W hotel Bali have their own attitude to make customer feel different from the other hotel**

	Frequency	Percent
Strongly Disagree	3	3,1
Disagree	2	2,0
Neutral	25	25,5
Agree	43	43,9
Strongly Agree	25	25,5
Total	98	100,0

## Service Quality

		Statistics													
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	X2.13	X2.14
N	Valid	98	98	98	98	98	98	98	98	98	98	98	98	98	98
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean		3.5408	3.3776	3.7449	3.5408	3.3776	3.7449	3.5408	3.3776	3.7449	3.5408	3.3776	3.5408	3.3776	3.7449
Median		3.0000	3.0000	4.0000	3.0000	3.0000	4.0000	3.0000	3.0000	4.0000	3.0000	3.0000	3.0000	3.0000	4.0000
Mode		3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Std. Deviation		.74845	.89114	.85327	.74845	.89114	.85327	.74845	.89114	.85327	.74845	.89114	.74845	.89114	.85327
Variance		.560	.794	.728	.560	.794	.728	.560	.794	.728	.560	.794	.560	.794	.728

## Service Quality – Question 1

**W hotel Bali gives its customer individualism attention.**

	Frequency	Percent
Disagree	4	4,1
Neutral	48	49,0
Agree	35	35,7
Strongly Agree	11	11,2
Total	98	100,0

## Service Quality – Question 2

**The staff of W hotel Bali understand the specific needs of their customer.**

	Frequency	Percent
Strongly Disagree	3	3,1
Disagree	7	7,1
Neutral	49	50,0
Agree	28	28,6
Strongly Agree	11	11,2
Total	98	100,0

## Service Quality – Question 3

**The staff at W hotel Bali have customer best interest at heart**

	Frequency	Percent
Disagree	4	4,1
Neutral	39	39,8
Agree	33	33,7
Strongly Agree	22	22,4
Total	98	100,0

## Service Quality – Question 4

**W hotel Bali staff are able to provide service as its promise.**

	Frequency	Percent
Disagree	4	4,1
Neutral	48	49,0
Agree	35	35,7
Strongly Agree	11	11,2
Total	98	100,0

## Service Quality – Question 5

**W hotel Bali staff are dependable in handling customer service problem.**

	Frequency	Percent
Strongly Disagree	3	3,1
Disagree	7	7,1
Neutral	49	50,0
Agree	28	28,6
Strongly Agree	11	11,2
Total	98	100,0

## Service Quality – Question 6

**W hotel Bali keeps customers informed of the performance of service.**

	Frequency	Percent
Disagree	4	4,1
Neutral	39	39,8
Agree	33	33,7
Strongly Agree	22	22,4
Total	98	100,0

**Service Quality – Question 7**

**The service of W hotel Bali is responsive and fast.**

	Frequency	Percent
Disagree	4	4,1
Neutral	48	49,0
Agree	35	35,7
Strongly Agree	11	11,2
Total	98	100,0

**Service Quality – Question 8**

**The staff of W hotel Bali have a good initiative in helping customer.**

	Frequency	Percent
Strongly Disagree	3	3,1
Disagree	7	7,1
Neutral	49	50,0
Agree	28	28,6
Strongly Agree	11	11,2
Total	98	100,0

**Service Quality – Question 9**

**The staff at W hotel Bali are consistently courteous and friendly with customer.**

	Frequency	Percent
Disagree	4	4,1
Neutral	39	39,8
Agree	33	33,7
Strongly Agree	22	22,4
Total	98	100,0

**Service Quality – Question 10**

**The W hotel Bali have a safe environment to stay.**

	Frequency	Percent
Disagree	4	4,1
Neutral	48	49,0
Agree	35	35,7
Strongly Agree	11	11,2
Total	98	100,0

**Service Quality – Question 11**

**The staff of W hotel Bali have a good knowledge to answer customer request.**

	Frequency	Percent
Strongly Disagree	3	3,1
Disagree	7	7,1
Neutral	49	50,0
Agree	28	28,6
Strongly Agree	11	11,2
Total	98	100,0

**Service Quality – Question 12**

**W hotel Bali has a modern look equipment.**

	Frequency	Percent
Disagree	4	4,1
Neutral	48	49,0
Agree	35	35,7
Strongly Agree	11	11,2
Total	98	100,0

## Service Quality – Question 13

**W hotel Bali provides clean and comfortable room.**

	Frequency	Percent
Strongly Disagree	3	3,1
Disagree	7	7,1
Neutral	49	50,0
Agree	28	28,6
Strongly Agree	11	11,2
Total	98	100,0

## Service Quality – Question 14

**W hotel Bali provides the clean swimming pool, spa, and gym.**

	Frequency	Percent
Disagree	4	4,1
Neutral	39	39,8
Agree	33	33,7
Strongly Agree	22	22,4
Total	98	100,0

## Food Quality

## Statistics

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7
N	Valid	98	98	98	98	98	98	98
	Missing	0	0	0	0	0	0	0
Mean		3.8367	3.9286	3.7959	3.8980	3.8367	3.9286	3.7959
Median		4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000
Mode		4.00	3.00	4.00	4.00	4.00	3.00	4.00
Std. Deviation		.83350	.84035	.89626	.84329	.83350	.84035	.89626
Variance		.695	.706	.803	.711	.695	.706	.803

## Food Quality – Question 2

## Food Quality – Question 1

**W hotel Bali use the clean equipment to make every food**

	Frequency	Percent
Disagree	4	4,1
Neutral	31	31,6
Agree	40	40,8
Strongly Agree	23	23,5
Total	98	100,0

**W hotel Bali serve the food in good quality**

	Frequency	Percent
Disagree	1	1,0
Neutral	35	35,7
Agree	32	32,7
Strongly Agree	30	30,6
Total	98	100,0

**Food Quality – Question 3**

**W hotel Bali have a good plating in every food**

	Frequency	Percent
Strongly Disagree	1	1,0
Disagree	4	4,1
Neutral	33	33,7
Agree	36	36,7
Strongly Agree	24	24,5
Total	98	100,0

**Food Quality – Question 4**

**W hotel Bali have a good attractive menu for the customer before choosing**

	Frequency	Percent
Disagree	3	3,1
Neutral	31	31,6
Agree	37	37,8
Strongly Agree	27	27,6
Total	98	100,0

**Food Quality – Question 5**

**W hotel Bali use the fresh ingredients in every food**

	Frequency	Percent
Disagree	4	4,1
Neutral	31	31,6
Agree	40	40,8
Strongly Agree	23	23,5
Total	98	100,0

**Food Quality – Question 6**

**W hotel Bali serves the food with the good taste**

	Frequency	Percent
Disagree	1	1,0
Neutral	35	35,7
Agree	32	32,7
Strongly Agree	30	30,6
Total	98	100,0

**Food Quality – Question 7**

**W hotel Bali serves the food according to customer expectations**

	Frequency	Percent
Strongly Disagree	1	1,0
Disagree	4	4,1
Neutral	33	33,7
Agree	36	36,7
Strongly Agree	24	24,5
Total	98	100,0

## Customer Satisfaction

## Statistics

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6
N	Valid	98	98	98	98	98	98
	Missing	0	0	0	0	0	0
Mean		3.6633	3.7653	3.7245	3.5408	3.8571	3.7245
Median		4.0000	4.0000	4.0000	3.5000	4.0000	4.0000
Mode		3.00	4.00	4.00	3.00	4.00	4.00
Std. Deviation		.75905	.79691	.77033	.80165	.70345	.77033
Variance		.576	.635	.593	.643	.495	.593

## Customer Satisfaction – Question 1

**W hotel Bali give the happy memory to every customer**

	Frequency	Percent
Disagree	3	3,1
Neutral	41	41,8
Agree	40	40,8
Strongly Agree	14	14,3
Total	98	100,0

## Customer Satisfaction – Question 2

**The staff of W hotel Bali can make the customer feel satisfied.**

	Frequency	Percent
Disagree	3	3,1
Neutral	36	36,7
Agree	40	40,8
Strongly Agree	19	19,4
Total	98	100,0

## Customer Satisfaction – Question 3

**W hotel Bali service quality, brand image and the food quality always make the customer feel satisfied.**

	Frequency	Percent
Disagree	4	4,1
Neutral	34	34,7
Agree	45	45,9
Strongly Agree	15	15,3
Total	98	100,0

## Customer Satisfaction – Question 4

**The staff of W hotel Bali create a happy moment to every customer.**

	Frequency	Percent
Strongly Disagree	1	1,0
Disagree	5	5,1
Neutral	43	43,9
Agree	38	38,8
Strongly Agree	11	11,2
Total	98	100,0

### Customer Satisfaction – Question 5

**Customer of W hotel Bali always feel happy of their service quality and the food quality**

	Frequency	Percent
Disagree	3	3,1
Neutral	23	23,5
Agree	57	58,2
Strongly Agree	15	15,3
Total	98	100,0

### Customer Satisfaction – Question 6

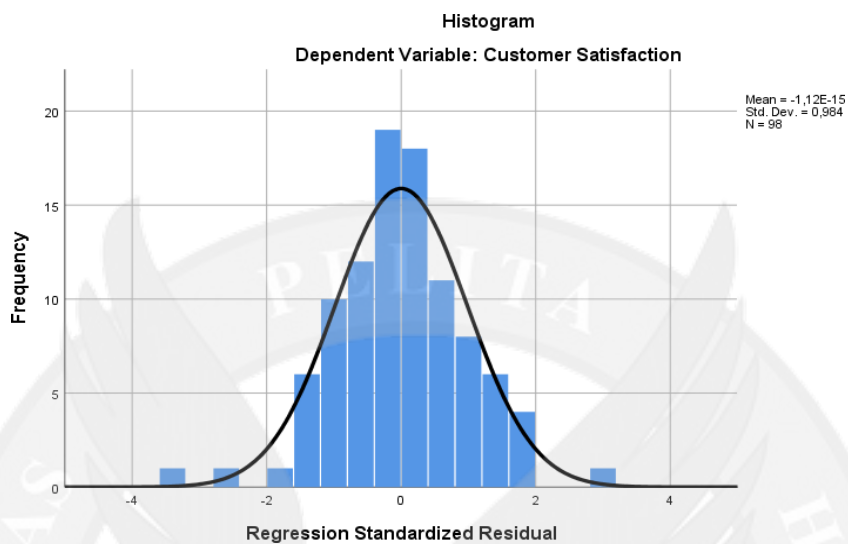
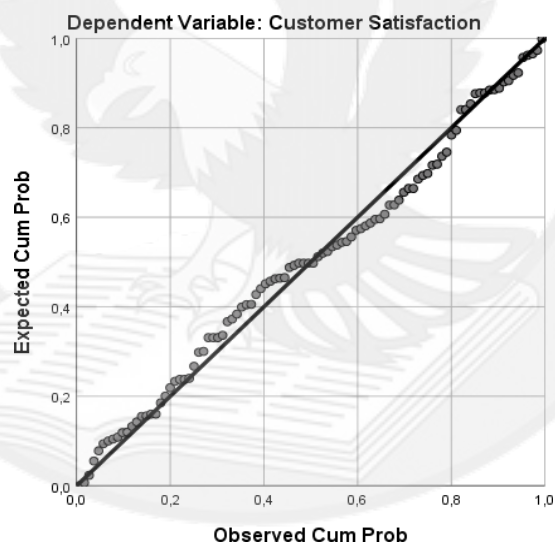
**The staff of W hotel Bali make the customer feel comfortable for the service quality**

	Frequency	Percent
Disagree	4	4,1
Neutral	34	34,7
Agree	45	45,9
Strongly Agree	15	15,3
Total	98	100,0



**APPENDIX F : CLASSICAL ASSUMPTION TEST**

## 1. Normality Test

**Normal P-P Plot of Regression Standardized Residual**

### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		98
Normal Parameters <sup>a,b</sup>	Mean	0,0000000
	Std. Deviation	2,62701074
Most Extreme Differences	Absolute	0,058
	Positive	0,058
	Negative	-0,053
Test Statistic		0,058
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

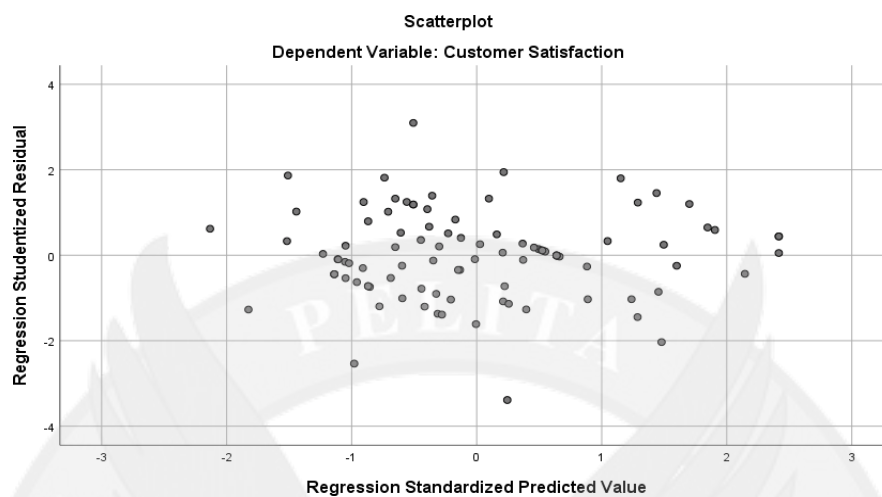
d. This is a lower bound of the true significance.

### 2. Multicollinearity Test

		Coefficients <sup>a</sup>					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients		Tolerance	VIF	
		B	Std. Error	Beta	t			Sig.
1	(Constant)	4,616	1,820		2,535	0,013		
	Brand Image	0,246	0,064	0,300	3,846	0,000	0,841	
	Service Quality	0,139	0,036	0,370	3,835	0,000	0,551	
	Food Quality	0,168	0,070	0,228	2,391	0,019	0,563	

a. Dependent Variable: Customer Satisfaction

## 3. Heteroscedasticity Test



**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	4,616	1,820		2,535	0,013		
Brand Image	0,246	0,064	0,300	3,846	0,000	0,841	1,190
Service Quality	0,139	0,036	0,370	3,835	0,000	0,551	1,814
Food Quality	0,168	0,070	0,228	2,391	0,019	0,563	1,776

a. Dependent Variable: Customer Satisfaction

## APPENDIX G : HYPTOHESES TEST

### 1. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
1 (Constant)	4,616	1,820		2,535	0,013		
Brand Image	0,246	0,064	0,300	3,846	0,000	0,841	1,190
Service Quality	0,139	0,036	0,370	3,835	0,000	0,551	1,814
Food Quality	0,168	0,070	0,228	2,391	0,019	0,563	1,776

a. Dependent Variable: Customer Satisfaction

### 2. Coefficient Determination Test

#### Hasil Koefisien Determinasi

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,720 <sup>a</sup>	0,519	0,504	2,669

a. Predictors: (Constant), Food Quality , Service Quality , Brand Image

b. Dependent Variable: Customer Satisfaction

### 3. T– Test

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
1 (Constant)	4,616	1,820		2,535	0,013		
Brand Image	0,246	0,064	0,300	3,846	0,000	0,841	1,190
Service Quality	0,139	0,036	0,370	3,835	0,000	0,551	1,814
Food Quality	0,168	0,070	0,228	2,391	0,019	0,563	1,776

a. Dependent Variable: Customer Satisfaction

## 4. F – Test

ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	722,146	3	240,715	33,802	,000 <sup>b</sup>
Residual	669,415	94	7,121		
Total	1391,561	97			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Food Quality , Service Quality , Brand Image



## APPENDIX H : R TABLE

df = (N-2)	The significant level for one sided test				
	0.05	0.0025	0.01	0.005	0.0005
	The significant level for two sided test				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541

## T-TABLE

Titik Persentase Distribusi t (df = 81 –120)

df \ Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
	0.50	0.20	0.10	0.050	0.02	0.010	0.002
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045
105	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967
106	0.67681	1.28959	1.65936	1.98260	2.36204	2.62301	3.16890
107	0.67679	1.28951	1.65922	1.98238	2.36170	2.62256	3.16815
108	0.67677	1.28944	1.65909	1.98217	2.36137	2.62212	3.16741
109	0.67675	1.28937	1.65895	1.98197	2.36105	2.62169	3.16669
110	0.67673	1.28930	1.65882	1.98177	2.36073	2.62126	3.16598
111	0.67671	1.28922	1.65870	1.98157	2.36041	2.62085	3.16528
112	0.67669	1.28916	1.65857	1.98137	2.36010	2.62044	3.16460
113	0.67667	1.28909	1.65845	1.98118	2.35980	2.62004	3.16392
114	0.67665	1.28902	1.65833	1.98099	2.35950	2.61964	3.16326
115	0.67663	1.28896	1.65821	1.98081	2.35921	2.61926	3.16262
116	0.67661	1.28889	1.65810	1.98063	2.35892	2.61888	3.16198
117	0.67659	1.28883	1.65798	1.98045	2.35864	2.61850	3.16135
118	0.67657	1.28877	1.65787	1.98027	2.35837	2.61814	3.16074
119	0.67656	1.28871	1.65776	1.98010	2.35809	2.61778	3.16013
120	0.67654	1.28865	1.65765	1.97993	2.35782	2.61742	3.15954

## F – TABLE

Tabel Uji F

$\alpha = 0,05$ $df_2 = (n - k - 1)$	$df_1 = (k - 1)$							
	1	2	3	4	5	6	7	8
1	161,44 8	199,500	215,70 7	224,583	230,162	233,98 6	236,768	238,883
2	18,513	19,000	19,164	19,247	19,296	19,330	19,353	19,371
3	10,128	9,552	9,277	9,117	9,013	8,941	8,887	8,845
4	7,709	6,944	6,591	6,388	6,256	6,163	6,094	6,041
5	6,608	5,786	5,409	5,192	5,050	4,950	4,876	4,818
6	5,987	5,143	4,757	4,534	4,387	4,284	4,207	4,147
7	5,591	4,737	4,347	4,120	3,972	3,866	3,787	3,726
8	5,318	4,459	4,066	3,838	3,687	3,581	3,500	3,438
9	5,117	4,256	3,863	3,633	3,482	3,374	3,293	3,230
10	4,965	4,103	3,708	3,478	3,326	3,217	3,135	3,072
11	4,844	3,982	3,587	3,357	3,204	3,095	3,012	2,948
12	4,747	3,885	3,490	3,259	3,106	2,996	2,913	2,849
13	4,667	3,806	3,411	3,179	3,025	2,915	2,832	2,767
14	4,600	3,739	3,344	3,112	2,958	2,848	2,764	2,699
15	4,543	3,682	3,287	3,056	2,901	2,790	2,707	2,641
16	4,494	3,634	3,239	3,007	2,852	2,741	2,657	2,591
17	4,451	3,592	3,197	2,965	2,810	2,699	2,614	2,548
18	4,414	3,555	3,160	2,928	2,773	2,661	2,577	2,510
19	4,381	3,522	3,127	2,895	2,740	2,628	2,544	2,477
20	4,351	3,493	3,098	2,866	2,711	2,599	2,514	2,447
21	4,325	3,467	3,072	2,840	2,685	2,573	2,488	2,420
22	4,301	3,443	3,049	2,817	2,661	2,549	2,464	2,397
23	4,279	3,422	3,028	2,796	2,640	2,528	2,442	2,375
24	4,260	3,403	3,009	2,776	2,621	2,508	2,423	2,355
25	4,242	3,385	2,991	2,759	2,603	2,490	2,405	2,337
26	4,225	3,369	2,975	2,743	2,587	2,474	2,388	2,321
27	4,210	3,354	2,960	2,728	2,572	2,459	2,373	2,305
28	4,196	3,340	2,947	2,714	2,558	2,445	2,359	2,291
29	4,183	3,328	2,934	2,701	2,545	2,432	2,346	2,278



30	4,171	3,316	2,922	2,690	2,534	2,421	2,334	2,266
31	4,160	3,305	2,911	2,679	2,523	2,409	2,323	2,255
32	4,149	3,295	2,901	2,668	2,512	2,399	2,313	2,244
33	4,139	3,285	2,892	2,659	2,503	2,389	2,303	2,235
34	4,130	3,276	2,883	2,650	2,494	2,380	2,294	2,225
35	4,121	3,267	2,874	2,641	2,485	2,372	2,285	2,217
36	4,113	3,259	2,866	2,634	2,477	2,364	2,277	2,209
37	4,105	3,252	2,859	2,626	2,470	2,356	2,270	2,201
38	4,098	3,245	2,852	2,619	2,463	2,349	2,262	2,194
39	4,091	3,238	2,845	2,612	2,456	2,342	2,255	2,187
40	4,085	3,232	2,839	2,606	2,449	2,336	2,249	2,180
41	4,079	3,226	2,833	2,600	2,443	2,330	2,243	2,174
42	4,073	3,220	2,827	2,594	2,438	2,324	2,237	2,168
43	4,067	3,214	2,822	2,589	2,432	2,318	2,232	2,163
44	4,062	3,209	2,816	2,584	2,427	2,313	2,226	2,157
45	4,057	3,204	2,812	2,579	2,422	2,308	2,221	2,152
46	4,052	3,200	2,807	2,574	2,417	2,304	2,216	2,147
47	4,047	3,195	2,802	2,570	2,413	2,299	2,212	2,143
48	4,043	3,191	2,798	2,565	2,409	2,295	2,207	2,138
49	4,038	3,187	2,794	2,561	2,404	2,290	2,203	2,134
50	4,034	3,183	2,790	2,557	2,400	2,286	2,199	2,130
51	4,030	3,179	2,786	2,553	2,397	2,283	2,195	2,126
52	4,027	3,175	2,783	2,550	2,393	2,279	2,192	2,122
53	4,023	3,172	2,779	2,546	2,389	2,275	2,188	2,119
54	4,020	3,168	2,776	2,543	2,386	2,272	2,185	2,115
55	4,016	3,165	2,773	2,540	2,383	2,269	2,181	2,112
56	4,013	3,162	2,769	2,537	2,380	2,266	2,178	2,109
57	4,010	3,159	2,766	2,534	2,377	2,263	2,175	2,106
58	4,007	3,156	2,764	2,531	2,374	2,260	2,172	2,103
59	4,004	3,153	2,761	2,528	2,371	2,257	2,169	2,100
60	4,001	3,150	2,758	2,525	2,368	2,254	2,167	2,097
61	3,998	3,148	2,755	2,523	2,366	2,251	2,164	2,094
62	3,996	3,145	2,753	2,520	2,363	2,249	2,161	2,092
63	3,993	3,143	2,751	2,518	2,361	2,246	2,159	2,089
64	3,991	3,140	2,748	2,515	2,358	2,244	2,156	2,087
65	3,989	3,138	2,746	2,513	2,356	2,242	2,154	2,084
66	3,986	3,136	2,744	2,511	2,354	2,239	2,152	2,082

67	3,984	3,134	2,742	2,509	2,352	2,237	2,150	2,080
68	3,982	3,132	2,740	2,507	2,350	2,235	2,148	2,078
69	3,980	3,130	2,737	2,505	2,348	2,233	2,145	2,076
70	3,978	3,128	2,736	2,503	2,346	2,231	2,143	2,074
71	3,976	3,126	2,734	2,501	2,344	2,229	2,142	2,072
72	3,974	3,124	2,732	2,499	2,342	2,227	2,140	2,070
73	3,972	3,122	2,730	2,497	2,340	2,226	2,138	2,068
74	3,970	3,120	2,728	2,495	2,338	2,224	2,136	2,066
75	3,968	3,119	2,727	2,494	2,337	2,222	2,134	2,064
76	3,967	3,117	2,725	2,492	2,335	2,220	2,133	2,063
77	3,965	3,115	2,723	2,490	2,333	2,219	2,131	2,061
78	3,963	3,114	2,722	2,489	2,332	2,217	2,129	2,059
79	3,962	3,112	2,720	2,487	2,330	2,216	2,128	2,058
80	3,960	3,111	2,719	2,486	2,329	2,214	2,126	2,056
81	3,959	3,109	2,717	2,484	2,327	2,213	2,125	2,055
82	3,957	3,108	2,716	2,483	2,326	2,211	2,123	2,053
83	3,956	3,107	2,715	2,482	2,324	2,210	2,122	2,052
84	3,955	3,105	2,713	2,480	2,323	2,209	2,121	2,051
85	3,953	3,104	2,712	2,479	2,322	2,207	2,119	2,049
86	3,952	3,103	2,711	2,478	2,321	2,206	2,118	2,048
87	3,951	3,101	2,709	2,476	2,319	2,205	2,117	2,047
88	3,949	3,100	2,708	2,475	2,318	2,203	2,115	2,045
89	3,948	3,099	2,707	2,474	2,317	2,202	2,114	2,044
90	3,947	3,098	2,706	2,473	2,316	2,201	2,113	2,043
91	3,946	3,097	2,705	2,472	2,315	2,200	2,112	2,042
92	3,945	3,095	2,704	2,471	2,313	2,199	2,111	2,041
93	3,943	3,094	2,703	2,470	2,312	2,198	2,110	2,040
94	3,942	3,093	2,701	2,469	2,311	2,197	2,109	2,038
95	3,941	3,092	2,700	2,467	2,310	2,196	2,108	2,037
96	3,940	3,091	2,699	2,466	2,309	2,195	2,106	2,036
97	3,939	3,090	2,698	2,465	2,308	2,194	2,105	2,035
98	3,938	3,089	2,697	2,465	2,307	2,193	2,104	2,034
99	3,937	3,088	2,696	2,464	2,306	2,192	2,103	2,033
100	3,936	3,087	2,696	2,463	2,305	2,191	2,103	2,032

**APPENDIX I : CONFIRMATION LETTER**

**W BALI**  
SEMINYAK

Jl. Petitenget, Kerobokan Kelod, Kec. Kuta Utara, Kabupaten Badung (80361), Bali.

**SURAT PERNYATAAN PENELITIAN**

Dengan ini menyatakan terkait dengan penelitian yang dilaksanakan di W Bali Seminyak untuk digunakan dalam pengerjaan tugas akhir di Universitas Pelita Harapan.

Yang bertanda tangan dibawah ini:

Nama : I Wayan Gede Jaya Nadi  
Jabatan : Learning & Development And Industrial Relationship Manager

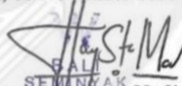
Dengan ini menyatakan bahwa, pihak bersangkutan tersebut dibawah ini:

Nama : Angel  
NIM : 03013200001  
Program Studi : Hospitality Management  
Universitas : Universitas Pelita Harapan

Untuk memberikan izin penelitian tugas akhir tentang "THE IMPACT OF BRAND IMAGE, SERVICE QUALITY, AND FOOD QUALITY TOWARDS CUSTOMER SATISFACTION IN W HOTEL BALI SEMINYAK".

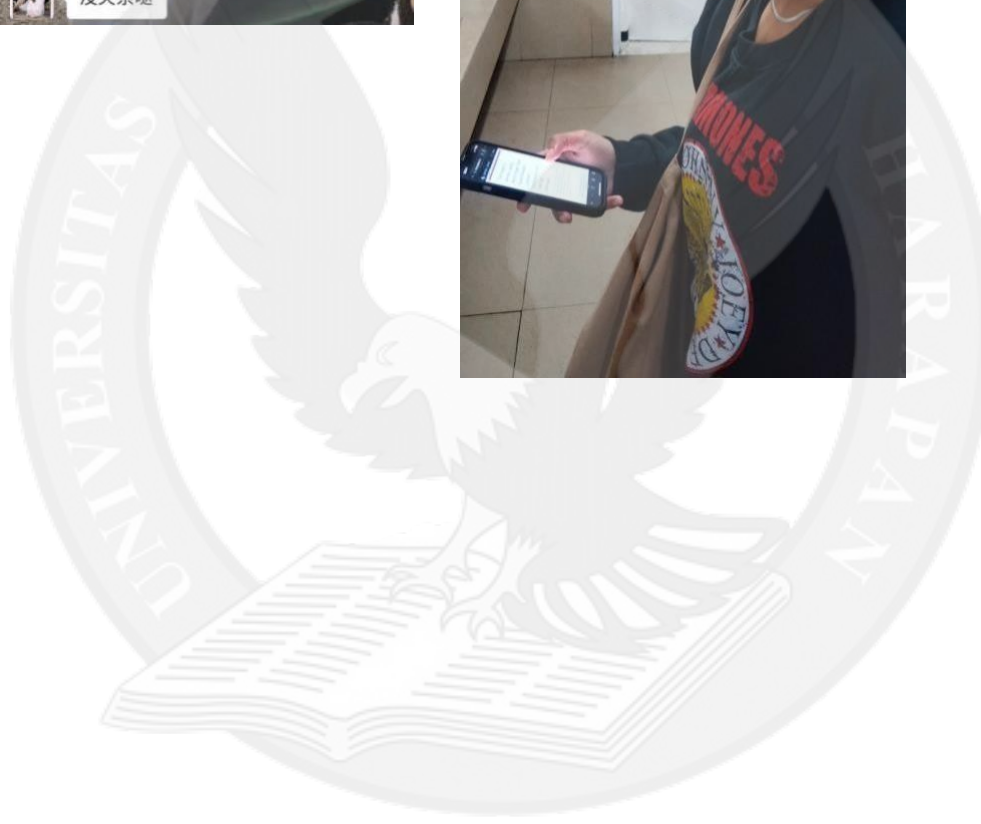
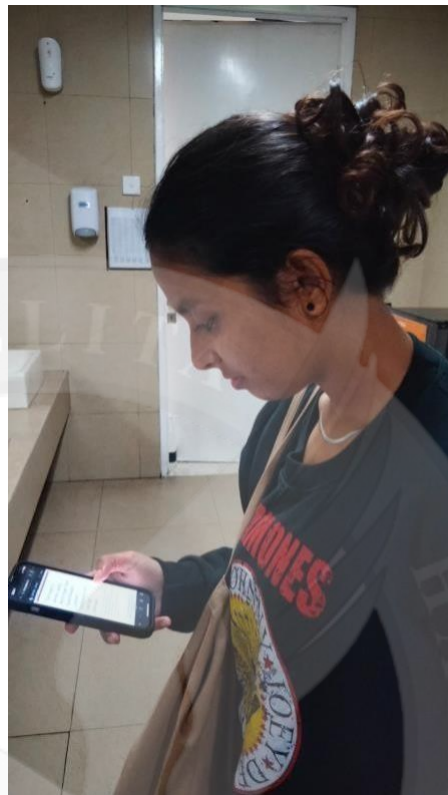
Demikian surat pernyataan ini dibuat dengan benar dan dapat digunakan sebagaimana mestinya.

Seminyak, 06 November 2023

  
SEMINYAK  
**I Wayan Gede Jaya Nadi**  
Learning & Development  
And Industrial Relationship Manager

**W**  
BALI  
SEMINYAK

## APPENDIX J : PHOTO DOCUMENTATION



## APPENDIX K : TURNITIN RESULT

