

TABLE OF CONTENT

COVER PAGE

TITLE PAGE

DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT.....

ii

APPROVAL PAGE BY FINAL PAPER ADVISOR.....

iv

APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....

v

PREFACE

viii

TABLE OF CONTENT

x

LIST OF FIGURES

xiii

LIST OF TABLES

xiv

LIST OF APPENDICES.....

xvii

CHAPTER I INTRODUCTION.....

1

1.1 Background of the Study.....

1

1.2 Problem Limitation

9

1.3 Problem Formulation

10

1.4 Objective of Research

10

1.5 Benefit of the Research

11

1.5.1 Theoretical Benefit.....

11

1.5.2 Practical Benefit.....

11

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS

DEVELOPMENT

13

2.1 Theoretical Background

13

2.1.1 Hospitality Management.....

13

2.1.2 The Definition of Hotel.....

15

2.1.3 Services Quality

16

2.1.4 Facility

29

2.1.5 Customer Satisfaction

34

2.2 Previous Research	43
2.3 Hypothesis Development	44
2.4 Research Model.....	45
2.5 Framework of Thinking	47
 CHAPTER III RESEARCH METHODOLOGY	48
3.1 Research Design.....	48
3.2 Population and Sample.....	49
3.2.1 Population	49
3.2.2 Sample.....	50
3.3 Data Collection Method	52
3.4 Operational Definition and Variable Measurement	54
3.5 Data Analysis Method.....	56
3.5.1 Descriptive Statistical Analysis	57
3.5.2 Research Instrument Test.....	59
3.5.3 Classical Assumption Test	61
3.5.4 Hypothesis Test.....	64
 CHAPTER IV RESEARCH RESULT AND DISCUSSION	70
4.1 General View of “Research Object”	70
4.1.2 Hotel Information.....	72
4.1.4 Job Description	73
4.2 Research Result.....	84
4.2.1 Descriptive Statistic	84
4.2.2 Test of Research Instrument	103
4.2.3 Result of Data Quality Testing.....	106
4.2.4 Result of Hypothesis Testing	115
4.3 Discussion	122
 CHAPTER V CONCLUSION	129
5.1 Conclusion.....	129

5.2 Recommendation..... 131

REFERENCES..... 135



LIST OF FIGURES

Figure 2. 1 Research Model	46
Figure 2. 2 Framework of Thinking.....	47
Figure 4. 1 Organizational Structure of Graha Soeltan Hotel Sei Rampah	80
Figure 4. 2 Respondent Identity Based on Gender	86
Figure 4. 3 Respondent Identity Based on Age.....	87
Figure 4. 4 Histogram of Normality Test.....	107
Figure 4. 5 P-Plot of Normality Test.....	108
Figure 4. 6 Scatterplot of Heteroscedasticity Test	112

LIST OF TABLES

Table 2. 1 Previous Research	43
Table 3. 1 Operational Variable Definition and Variable Measurement	54
Table 3. 2 Likert Scale	56
Table 4. 1 Likert Scale	84
Table 4. 2 Respondent Identity Based on Gender.....	85
Table 4. 3 Respondent Identity Based on Age.....	86
Table 4. 4 Q1. I think Graha Soeltan Hotel Sei Rampah is strategically located .	87
Table 4. 5 Q2. I think the staff of Graha Soeltan Hotel Sei Rampah are pay attention to customers wants or desires.....	88
Table 4. 6 Q3. I think the staff of Graha Soeltan Hotel Sei Rampah are understand the customers wants or desires.....	88
Table 4. 7 Q4. I think the staff of Graha Soeltan Hotel Sei Rampah are very helpful in handling customers problem.....	88
Table 4. 8 Q5. I think the staff of Graha Soeltan Hotel Sei Rampah are handle the problem quickly.	89
Table 4. 9 Q6. I think the staff of Graha Soeltan Hotel Sei Rampah are provide services accurately and on time.....	89
Table 4. 10 Q7. I think the staff of Graha Soeltan Hotel Sei Rampah are reliable.	89
Table 4. 11 Q8. I think the staff of Graha Soeltan Hotel Sei Rampah have good knowledge and skills.....	90
Table 4. 12 Q9. I think the staff of Graha Soeltan Hotel Sei Rampah are behave well when serving the customers.	90
Table 4. 13 Questionnaires Analysis of Service Quality	91
Table 4. 14 Q1. I think Graha Soeltan Hotel Sei Rampah has strategic place.....	91
Table 4. 15 Q2. I think Graha Soeltan Hotel Sei Rampah has good design	92

Table 4. 16 Q3. I think Graha Soeltan Hotel Sei Rampah places furniture and fixtures in appropriate place.....	92
Table 4. 17 Q4. I think Graha Soeltan Hotel Sei Rampah has appropriate furniture.....	93
Table 4. 18 Q5. I think Graha Soeltan Hotel Sei Rampah provides appropriate furniture for each room.	93
Table 4. 19 Q6. I think Graha Soeltan Hotel Sei Rampah provides lighting and coloring that give the sense of comfort and relaxation.	93
Table 4. 20 Q7. I think symbols that provided by Graha Soeltan Hotel Sei Rampah are help customers.	94
Table 4. 21 Q8. I think Graha Soeltan Hotel Sei Rampah supporting facility such as Wi-Fi are help customers.....	94
Table 4. 22 Questionnaires Analysis of Facility	95
Table 4. 23 Q1. I think the service quality that provided by Graha Soeltan Hotel Sei Rampah exceed customer satisfaction.	96
Table 4. 24 Q2. I think the facility that provided by Graha Soeltan Hotel Sei Rampah exceed customer satisfaction.	96
Table 4. 25 Q3. I think the staff performance of Graha Soeltan Hotel Sei Rampah exceed customer satisfaction.....	96
Table 4. 26 Q4. I think the service quality in Graha Soeltan Hotel Sei Rampah is as expected by the customer.....	97
Table 4. 27 Q5. I think the facility that provided by Graha Soeltan Hotel Sei Rampah is as expected by the customer.....	97
Table 4. 28 Q6. I think the experience during stay in Graha Soeltan Hotel Sei Rampah are satisfy the customers.	98
Table 4. 29 Q7. I think the service and facility that provided by Graha Soeltan Hotel Sei Rampah is as expected by the customer.....	98
Table 4. 30 Q8. I think I will return to Graha Soeltan Hotel Sei Rampah.....	98
Table 4. 31 Q9. I think I will prioritize Graha Soeltan Hotel Sei Rampah as my first option in choosing hotel.....	99
Table 4. 32 Q10. I think I will recommend Graha Soeltan Hotel Sei Rampah....	99

Table 4. 33 Questionnaires Analysis of Customer Satisfaction.....	100
Table 4. 34 The Interval Class of Service Quality	101
Table 4. 35 The Interval Class of Facility.....	101
Table 4. 36 The Interval Class of Customer Satisfaction.....	102
Table 4. 37 The Mean, Median, Mode Test.....	102
Table 4. 38 Validity Test of Variable X1 (Service Quality)	104
Table 4. 39 Validity Test of Variable X2 (Facility).....	104
Table 4. 40 Validity Test of Variable Y (Customer Satisfaction).....	104
Table 4. 41 Reliability Test of Variable X1	105
Table 4. 42 Reliability Test of Variable X2	105
Table 4. 43 Reliability Test of Variable Y	106
Table 4. 44 Normality Test	109
Table 4. 45 Multicollinearity Test.....	110
Table 4. 46 Heteroscedasticity Test	113
Table 4. 47 Linearity Test Variable X1 & Y	114
Table 4. 48 Linearity Test Variable X2 & Y	114
Table 4. 49 Autocorrelation Test	115
Table 4. 50 Multiple Regression Analysis Test	116
Table 4. 51 Partial Test (T-Test)	118
Table 4. 52 Simultaneous Test (F Test)	119
Table 4. 53 Coefficient of Determination Test (R^2).....	120
Table 4. 54 Adjusted Test (R^2).....	121

LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE.....	A-1
APPENDIX B: DATA OF RESPONDENTS' ANSWERS FOR SERVICE QUALITY	B-1
APPENDIX C: DATA OF RESPONDENTS' ANSWERS FOR FACILITY ...	C-1
APPENDIX D: DATA OF RESPONDENTS' ANSWERS FOR CUSTOMER SATISFACTION	D-1
APPENDIX E: INSTRUMENT TEST DATA	E-1
APPENDIX F: SPSS OUTPUT RESULT FOR INTRUMENT TEST	F-1
APPENDIX G: R TABLE	G-1
APPENDIX H: F TABLE	183
APPENDIX I: T TABLE	I-1
APPENDIX J: RESESEARCH STATEMENT LETTER FROM GRAHA SOELTAN HOTEL SEI RAMPAH	J-1
APPENDIX K: SPSS OUTPUT OF REGRESSION RESULT	K-1
APPENDIX L: CUSTOMER REVIEW	L-1