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APPENDIX A: QUESTIONNAIRE

The following are the list of the question that was used to conduct the research

Gender *	
○ Female	
○ Male	
Age range *	
○ <18	
20 - 25	
26 - 40	
<u>41 - 50</u>	
○ > 50	
How many times have you stayed or visited W Bali Seminyak? *	
O 1	
O 2-3	
3-4	
○ 4-5	
○ >5	
Survey of The Influence of Service Quality, Brand Reputation towards Customer Satisfaction at W Bali Seminyak.	× :
Hi there, I'm Jessica Acadia from Universitas Pelita Harapan Medan majoring in Hospitality Manager are currently undergoing their Final Project/Thesis.	nent who
I hope you are willing to participate and take your time to answer all the questions provided in this sh. This survey was conducted with the aim of researching and analyzing more deeply your level of satis with the W Bali Hotel Seminyak.	-

Service quality (X1) Questionnaire

Please provide your assessment by marking the scale provided according to your perception or experience. Choose the most suitable option.
The following is a description of the rating scale: 1: Strongly Disagree 2: Disagree
3: Neutral
4: Agreed 5: Strongly Agree
The quality of W hotel service to customers is in line with company promises. *
O 1
○ 2
○ 3
O 4
O 5
I trust W Bali Seminyak hotel employee can provide information and assistance to the guests.
○ 1
○ 2
○ 3
O 4
O 5
I am satisfied with the appearance and function of W Bali seminyak hotel infrastructure. *
O 1
O 2
○ 3
○ 4
○ 4○ 5

The quality of W hotel service makes people feel being li	stened and understood. *
○ 1	
○ 2	
○ 3	
O 4	
<u> </u>	
W Bali Seminyak hotel Employee has good responsivene	ess in service.*
O 1	
○ 2	
○ 3	
O 4	
O 5	

Brand Reputation (X2) Questionnaire

Please provide your assessment by marking the scale provided according to your perception or experience. Choose the most suitable option. The following is a description of the rating scale: 1: Strongly Disagree 2: Disagree 3: Neutral 4: Agreed	
5: Strongly Agree	
W Bali Seminyak hotel has the Marriot quality. *	
O 1	
○ 2	
○ 3	
○ 4	
○ 5	
W Bali Seminyak hotel has the Marriott features. *	
O 1	
○ 2	
○ 3	
O 4	
○ 5	
W Bali Seminyak hotel has the Marriott characteristics. *	
O 1	
O 2	
○ 3	
O 4	
○ 5	
W Bali Seminyak hotel has a good brand reputation. *	
O 1	
O 2	
○ 3	
O 4	
O 5	

Customer Satisfaction (Y) Questionnaire

Section title (optional) Please provide your assessment by marking the scale provided according to your perception or experience. Choose the most suitable option. The following is a description of the rating scale: 1: Strongly Disagree 2: Disagree 3: Neutral 4: Agreed 5: Strongly Agree	
The quality of W bali seminyak hotel service has meet my expectation. * 1 2 3 4 5	
I will revisit W Bali seminyak hotel. * 1 2 3 4 5	
I am willing to recommend W Bali seminyak hotel to others. * 1 2 3 4 5	

APPENDIX B: PRE-TEST: RESPONDENT ANSWER FOR VARIABLE X1 (SERVICE QUALITY)

		S	ervice Quality	/ (X1)		
NO	X1.1	X1.2	X1.3	X1.4	X1.5	Total
1	4	3	4	4	4	19
2	5	5	5	5	4	24
3	4	4	5	3	4	20
4	4	4	5	5	5	23
5	4	4	4	4	4	20
6	4	4	4	4	4	20
7	3	4	4	3	4	18
8	5	5	5	5	5	25
9	5	5	5	5	5	25
10	4	4	4	4	4	20
11	5	5	5	5	5	25
12	5	5	5	5	5	25
13	4	4	3	3	4	18
14	4	4	4	5	4	21
15	4	4	5	3	4	20
16	3	3	4	2	2	14
17	3	4	4	4	4	19
18	3	4	4	3	4	18
19	3	3	2	3	4	15
20	5	5	5	5	5	25
21	4	4	4	4///	4	20
22	4	4	3	5	5	21
23	3	4	5	2	4	18
24	4	3	5	4	3	19
25	3	4	3	4	3	17
26	4	4	4	4	4	20
27	4	4	4	4	4	20
28	4	4	4	4	4	20
29	1	2	1	1	2	7
30	4	4	4	4	4	20

APPENDIX C: PRE – TEST: RESPONDENT ANSWER FOR VARIABLE X2 (BRAND REPUTATION)

NO	X2.1	X2.2	X2.3	X2.4	Total
1	4	4	5	4	17
2	5	4	5	2	16
3	4	4	4	5	17
4	5	5	4	4	18
5	4	4	4 4	4	16
6	4	4	4	4	16
7	2	3	4	4	13
8	5	5	5	5	20
9	5	5	5	5	20
10	4	4	4	4	16
11	5	5	5	5	20
12	5	5	5	5	20
13	4	4	3	4	15
14	4	4	5	5	18
15	5	5	4	5	19
16	3	4	3	4	14
17	5	4	4	5	18
18	4	3	4	5	16
19	4	4	3	5	16
20	5	5	5	5	20
21	4	4 0	4	4	16
22	4	4	4	4	16
23	4	3	4///	5	16
24	4	4	5	5	18
25	4	4	5	4	17
26	4	4	4	4	16
27	4	4	4	4	16
28	4	4	4	4	16
29	1	2	1	2	6
30	4	4	4	4	16

APPENDIX D : PRE – TEST : RESPONDENT ANSWER FOR VARIABLE Y (CUSTOMER SATISFACTION)

Respondent	Y.1	Y.2	Y.3	TOTAL
1	4	4	5	13
2	5	5	5	15
3	4	5	5	14
4	4	5	4	13
5	4	4	4	12
6	4	4	4	12
7	3	4	4	11
8	5	5	5	15
9	5	5	5	15
10	4	4	4	12
11	5	5	5	15
12	5	5	5	15
13	4	3	4	11
14	4	5	5	14
15	4	5	5	14
16	3	2	3	8
17	4	4	4	12
18	4	3	4	11
19	3	2	3	8
20	5	4	4	13
21	4	3	3	10
22	4	5	5	14
23	2	4	4	10
24	5	4	5	14
25	4	4	5	13
26	4	4	4	12
27	4	4	4	12
28	4	4	4	12
29	2	1	1	4
30	4	4	4	12

APPENDIX E: MAIN – TEST: RESPONDENT ANSWER FOR VARIABLE X1 (COMMUNICATION)

No	X1.1	X1.2	X1.3	X1.4	X1.5	Total
1	4	4	4	3	3	18
2	5	5	5	5	5	25
3	4	4	4	4	4	20
4	3	3	3	3	3	15
5	3	3	3	3	4	16
6	4	4	4	4	4	20
7	5	5	5	5	5	25
8	3	3	3	3	3	15
9	3	3	3	4	3	16
10	4	4	4	4	4	20
11	4	4	5	5	4	22
12	5	5	5	5	4	24
13	4	4	4	4	4	20
14	4	4	4	4	5	21
15	4	4	4	4	3	19
16	4	4	3	4	4	19
17	4	3	3	3	3	16
18	3	3	3	5	5	19
19	4	4	4	3	2	17
20	4	4	4	5	3	20
21	5	5	5	3	3	21
22	3	4	3	2///	1	13
23	4	4	3	3	3	17
24	4	4	2	/// 3	2	15
25	4	3	4	3	2	16
26	3	3	3	5	3	17
27	4	4	4	5	2	19
28	4	4	4	4	3	19
29	4	3	4	3	2	16
30	5	4	5	5	4	23
31	3	4	3	3	2	15
32	4	4	5	3	3	19
33	2	4	2	2	3	13
34	5	5	5	5	5	25

35 5 5 4 3 22 37 4 4 4 3 4 19 38 4 5 4 4 5 22 39 5 4 5 3 5 22 40 4 5 3 5 4 21 41 5 5 4 3 4 21 41 5 5 4 3 4 21 42 4 5 3 5 4 21 43 3 5 4 21 4 3 4 21 43 3 5 4 5 3 5 22 2 4 4 21 19 4 4 21 19 4 4 4 19 4 4 4 19 4 4 4 19 4 4 4							
37 4 4 4 3 4 19 38 4 5 4 4 5 22 39 5 4 5 3 5 22 40 4 5 3 5 4 21 41 5 5 4 3 4 21 42 4 5 3 5 4 21 43 3 5 4 5 3 20 44 5 4 5 3 5 22 45 3 3 5 4 19 4 46 4 2 4 3 5 18 19 19 4 19 4 4 19 4 4 19 4 19 4 4 19 4 19 4 4 19 4 4 19 4 4 19 <	35	5	5	5	4	3	22
38 4 5 4 4 5 22 39 5 4 5 3 5 22 40 4 5 3 5 4 21 41 5 5 4 3 4 21 42 4 5 3 5 4 21 43 3 5 4 5 3 20 44 5 4 5 3 5 22 45 3 3 5 4 19 19 46 4 2 4 3 5 4 19 4 4 19 4 4 19 4 4 19 4 4 19 4 4 19 4 4 19 4 4 19 4 4 19 4 4 19 5 4 4 11 4 4 11 <t< td=""><td>36</td><td>5</td><td>4</td><td>5</td><td>5</td><td>3</td><td>22</td></t<>	36	5	4	5	5	3	22
39 5 4 5 3 5 22 40 4 5 3 5 4 21 41 5 5 4 3 4 21 42 4 5 3 5 4 21 43 3 5 4 5 3 20 44 5 4 5 3 5 22 45 3 3 5 4 19 46 4 2 4 3 5 18 47 4 3 4 2 4 17 48 5 4 3 5 4 21 49 5 4 5 3 2 19 50 4 3 3 4 4 18 51 3 4 4 4 18 18 52 4	37	4	4	4	3	4	19
40 4 5 3 5 4 21 41 5 5 4 3 4 21 42 4 5 3 5 4 21 43 3 5 4 5 3 20 44 5 4 5 3 5 22 45 3 3 5 4 19 46 4 2 4 3 5 18 47 4 3 4 2 4 17 48 5 4 3 5 4 21 49 5 4 5 3 2 19 50 4 3 3 4 4 18 51 3 4 4 4 4 21 49 5 4 5 3 2 19 50 4 3 18 4 4 4 20 53 4 4 4<	38	4	5	4	4	5	22
41 5 5 4 3 4 21 42 4 5 3 5 4 21 43 3 5 4 5 3 20 44 5 4 5 3 5 22 45 3 3 5 4 19 46 4 2 4 3 5 18 47 4 3 4 2 4 17 48 5 4 3 5 4 21 49 5 4 5 3 2 19 50 4 3 3 4 4 18 51 3 4 4 4 3 18 52 4 4 4 4 4 20 53 4 5 5 3 3 20 55 4 4 4 4 4 21 54 4 4 4 4 </td <td>39</td> <td>5</td> <td>4</td> <td>5</td> <td>3</td> <td>5</td> <td>22</td>	39	5	4	5	3	5	22
42 4 5 3 5 4 21 43 3 5 4 5 3 20 44 5 4 5 3 5 22 45 3 3 3 5 4 19 46 4 2 4 3 5 18 47 4 3 4 2 4 17 48 5 4 3 5 4 21 49 5 4 5 3 2 19 50 4 3 3 4 4 18 51 3 4 4 4 4 18 51 3 4 4 4 4 4 4 18 51 3 4 4 4 4 4 4 4 20 53 4 5 4 4 4 4 4 21 54 4 4 4 4	40	4	5	3	5	4	21
43 3 5 4 5 3 20 44 5 4 5 3 5 22 45 3 3 3 5 4 19 46 4 2 4 3 5 18 47 4 3 4 2 4 17 48 5 4 3 5 4 21 49 5 4 5 3 2 19 50 4 3 3 4 4 18 51 3 4 4 4 18 51 3 4 4 4 4 20 53 4 5 4 4 4 4 20 53 4 5 4 4 4 4 21 3 18 52 4 4 4 4 4 4 21 3 3 19 3 20 3 3 3 20	41	5	5	4	3	4	21
44 5 4 5 3 5 22 45 3 3 3 5 4 19 46 4 2 4 3 5 18 47 4 3 4 2 4 17 48 5 4 3 5 4 21 48 5 4 5 3 2 19 50 4 3 5 4 21 49 5 4 5 3 2 19 50 4 3 3 4 4 18 51 3 4 4 4 18 18 51 3 4 4 4 4 21 18 18 52 4 4 4 4 4 4 20 20 5 3 3 18 18 20 20 20 20 20 20 20 20 20 20 20 20	42	4	5	3	5	4	21
45 3 3 3 5 4 19 46 4 2 4 3 5 18 47 4 3 4 2 4 17 48 5 4 3 5 4 21 49 5 4 5 3 2 19 50 4 3 3 4 4 18 51 3 4 4 4 4 18 51 3 4 4 4 4 18 51 3 4 4 4 4 18 51 3 3 4 4 4 18 51 3 3 4 4 4 18 51 3 3 4 4 4 20 53 4 4 4 4 4 20 53 4 5 5 3 3 20 55 4 4 4 </td <td>43</td> <td>3</td> <td>5</td> <td>4</td> <td>5</td> <td>3</td> <td>20</td>	43	3	5	4	5	3	20
46 4 2 4 3 5 18 47 4 3 4 2 4 17 48 5 4 3 5 4 21 49 5 4 5 3 2 19 50 4 3 3 4 4 18 51 3 4 4 4 4 18 51 3 4 4 4 4 20 53 4 5 4 4 4 20 53 4 5 4 4 4 21 54 4 4 4 4 21 54 4 4 4 3 19 56 5 3 3 4 5 20 57 4 5 4 5 4 22 58 4 5 4 5 3 21 59 3 2 4 5 5 </td <td>44</td> <td>5</td> <td>4</td> <td>5</td> <td>3</td> <td>5</td> <td>22</td>	44	5	4	5	3	5	22
47 4 3 4 2 4 17 48 5 4 3 5 4 21 49 5 4 5 3 2 19 50 4 3 3 4 4 18 51 3 4 4 4 4 18 51 3 4 4 4 4 4 20 53 4 5 4 4 4 21 4 20 21 4 4 4 4 21 4 4 4 4 21 4 4 4 4 21 4 4 4 4 21 4 4 4 4 4 21 4 4 4 4 4 4 4 4 4 21 4 4 4 4 4 4 4 4 4 4 2 2 4 5 4 4 2 2 4 5 4 4	45	3	3	3	5	4	19
48 5 4 3 5 4 21 49 5 4 5 3 2 19 50 4 3 3 4 4 18 51 3 4 4 4 4 4 20 51 3 4 4 4 4 4 20 53 4 5 4 4 4 4 21 54 4 5 5 3 3 20 20 55 4 4 4 4 4 3 19 56 5 3 3 4 5 20 57 4 5 4 5 4 22 58 4 5 4 5 4 22 58 4 5 4 5 3 21 59 3 2 4 5 5 19 60 3 4 3 4 3 17 <td>46</td> <td>4</td> <td>2</td> <td>4</td> <td>3</td> <td>5</td> <td>18</td>	46	4	2	4	3	5	18
49 5 4 5 3 2 19 50 4 3 3 4 4 18 51 3 4 4 4 4 4 20 51 3 4 4 4 4 20 4 4 4 20 53 4 4 4 4 4 21 4 4 4 4 21 54 4 4 4 4 4 21 54 4 4 4 4 4 21 4 4 4 4 4 21 4 4 4 4 4 4 4 4 21 3 3 3 20 5 5 4 4 4 4 3 19 9 5 5 4 4 4 4 4 4 4 4 4 2 2 8 4 5 4 22 2 4 5 4 4 3 17 17 4 <	47	4	3	4	2	4	17
50 4 3 3 4 4 18 51 3 4 4 4 4 3 18 52 4 4 4 4 4 20 53 4 5 4 4 4 21 54 4 5 5 3 3 20 55 4 4 4 4 3 19 56 5 3 3 4 5 20 57 4 5 4 5 4 22 58 4 5 4 5 4 22 58 4 5 4 5 3 21 59 3 2 4 5 5 19 60 3 4 3 4 3 17 61 4 5 4 3 5 21 62 4 4 4 5 4 21 63 3 4 </td <td>48</td> <td>5</td> <td>4</td> <td>3</td> <td>5</td> <td>4</td> <td>21</td>	48	5	4	3	5	4	21
51 3 4 4 4 4 4 4 20 52 4 4 4 4 4 20	49	5	4	5	3	2	19
52 4 4 4 4 4 4 20 53 4 5 4 4 4 21 54 4 5 5 3 3 20 55 4 4 4 4 3 19 56 5 3 3 4 5 20 57 4 5 4 5 4 22 58 4 5 4 5 4 22 58 4 5 4 5 4 22 58 4 5 4 5 4 22 58 4 5 4 5 4 22 58 4 5 4 5 4 22 58 4 5 4 5 19 10 60 3 4 3 4 3 17 6	50	4	3	3	4	4	18
53 4 5 4 4 4 21 54 4 5 5 3 3 20 55 4 4 4 4 3 19 56 5 3 3 4 5 20 57 4 5 4 5 20 57 4 5 4 5 20 57 4 5 4 5 3 21 58 4 5 4 5 3 21 59 3 2 4 5 5 19 60 3 4 3 4 3 17 61 4 5 4 3 5 21 62 4 4 4 5 4 21 63 3 4 2 3 5 17 64 3 4 3 5 4 19 65 4 5 3 5 5 </td <td>51</td> <td>3</td> <td>4</td> <td>4</td> <td>4</td> <td>3</td> <td>18</td>	51	3	4	4	4	3	18
54 4 5 5 3 3 20 55 4 4 4 4 3 19 56 5 3 3 4 5 20 57 4 5 4 5 4 22 58 4 5 4 5 3 21 59 3 2 4 5 5 19 60 3 4 3 4 3 17 61 4 5 4 3 5 21 62 4 4 4 5 4 21 63 3 4 2 3 5 17 64 3 4 3 5 4 19 65 4 5 3 5 5 22 66 3 4 5 4 3 19 67 4 5 4 3 17 69 3 5 4 5 </td <td>52</td> <td>4</td> <td>4</td> <td>4</td> <td>4</td> <td>4</td> <td>20</td>	52	4	4	4	4	4	20
55 4 4 4 4 3 19 56 5 3 3 4 5 20 57 4 5 4 5 4 22 58 4 5 4 5 3 21 59 3 2 4 5 5 19 60 3 4 3 4 3 17 61 4 5 4 3 5 21 62 4 4 4 5 4 21 63 3 4 2 3 5 17 64 3 4 3 5 4 19 65 4 5 3 5 5 22 66 3 4 5 4 3 19 67 4 5 4 3 4 20 68 5	53	4	5	4	4	4	21
56 5 3 3 4 5 20 57 4 5 4 5 4 22 58 4 5 4 5 3 21 59 3 2 4 5 5 19 60 3 4 3 4 3 17 61 4 5 4 3 5 21 62 4 4 4 5 4 21 63 3 4 2 3 5 17 64 3 4 3 5 4 19 65 4 5 3 5 5 22 66 3 4 5 4 3 19 67 4 5 4 3 4 20 68 5 4 2 3 3 17 69 3	54	4	5	5	3	3	20
57 4 5 4 5 4 22 58 4 5 4 5 3 21 59 3 2 4 5 5 19 60 3 4 3 4 3 17 61 4 5 4 3 5 21 62 4 4 4 5 4 21 63 3 4 2 3 5 17 64 3 4 3 5 4 19 65 4 5 3 5 5 22 66 3 4 5 4 3 19 67 4 5 4 3 4 20 68 5 4 2 3 3 17 69 3 5 4 5 3 20 70 4 4 4 4 4 4 4 20 71 4 </td <td>55</td> <td>4</td> <td>4</td> <td>4</td> <td>4</td> <td>3</td> <td>19</td>	55	4	4	4	4	3	19
58 4 5 4 5 3 21 59 3 2 4 5 5 19 60 3 4 3 4 3 17 61 4 5 4 3 5 21 62 4 4 4 5 4 21 63 3 4 2 3 5 17 64 3 4 3 5 4 19 65 4 5 3 5 5 22 66 3 4 5 4 3 19 67 4 5 4 3 4 20 68 5 4 2 3 3 17 69 3 5 4 5 3 20 70 4 4 4 4 4 4 20 71 4 4 4 4 4 4 4 20	56	5	3	3	4	5	20
59 3 2 4 5 5 19 60 3 4 3 4 3 17 61 4 5 4 3 5 21 62 4 4 4 5 4 21 63 3 4 2 3 5 17 64 3 4 3 5 4 19 65 4 5 3 5 5 22 66 3 4 5 4 3 19 67 4 5 4 3 19 67 4 5 4 3 17 69 3 5 4 5 3 20 70 4 4 4 4 4 4 20 71 4 4 4 4 4 4 20	57	4		4	5	4	22
60 3 4 3 4 3 17 61 4 5 4 3 5 21 62 4 4 4 5 4 21 63 3 4 2 3 5 17 64 3 4 3 5 4 19 65 4 5 3 5 5 22 66 3 4 5 4 3 19 67 4 5 4 3 4 20 68 5 4 2 3 3 17 69 3 5 4 5 3 20 70 4 4 4 4 4 4 20 71 4 4 4 4 4 4 20	58	4	5	4	5	3	21
61 4 5 4 3 5 21 62 4 4 4 5 4 21 63 3 4 2 3 5 17 64 3 4 3 5 4 19 65 4 5 3 5 5 22 66 3 4 5 4 3 19 67 4 5 4 3 4 20 68 5 4 2 3 3 17 69 3 5 4 5 3 20 70 4 4 4 4 4 4 20 71 4 4 4 4 4 4 20	59	3	2	4	5	5	19
62 4 4 4 5 4 21 63 3 4 2 3 5 17 64 3 4 3 5 4 19 65 4 5 3 5 5 22 66 3 4 5 4 3 19 67 4 5 4 3 4 20 68 5 4 2 3 3 17 69 3 5 4 5 3 20 70 4 4 4 4 4 20 71 4 4 4 4 4 20	60	3	4	3	4	3	17
63 3 4 2 3 5 17 64 3 4 3 5 4 19 65 4 5 3 5 5 22 66 3 4 5 4 3 19 67 4 5 4 3 4 20 68 5 4 2 3 3 17 69 3 5 4 5 3 20 70 4 4 4 4 4 20 71 4 4 4 4 4 20	61	4	5	4	3	5	21
64 3 4 3 5 4 19 65 4 5 3 5 5 22 66 3 4 5 4 3 19 67 4 5 4 3 4 20 68 5 4 2 3 3 17 69 3 5 4 5 3 20 70 4 4 4 4 4 20 71 4 4 4 4 4 20	62	4	4	4	5	4	21
65 4 5 3 5 5 22 66 3 4 5 4 3 19 67 4 5 4 3 4 20 68 5 4 2 3 3 17 69 3 5 4 5 3 20 70 4 4 4 4 4 20 71 4 4 4 4 4 20	63	3	4	2	3	5	17
66 3 4 5 4 3 19 67 4 5 4 3 4 20 68 5 4 2 3 3 17 69 3 5 4 5 3 20 70 4 4 4 4 4 20 71 4 4 4 4 4 20		3	4	3	5	4	19
67 4 5 4 3 4 20 68 5 4 2 3 3 17 69 3 5 4 5 3 20 70 4 4 4 4 4 20 71 4 4 4 4 4 20	65		5		5	5	22
68 5 4 2 3 3 17 69 3 5 4 5 3 20 70 4 4 4 4 4 20 71 4 4 4 4 4 20	66	3	4	5	4	3	19
69 3 5 4 5 3 20 70 4 4 4 4 4 20 71 4 4 4 4 4 20	67	4	5	4		4	20
70 4 4 4 4 4 20 71 4 4 4 4 4 20	68	5	4	2	3	3	17
71 4 4 4 4 20	69	3	5	4	5	3	20
	70	4	4	4	4	4	20
72 4 4 4 4 20	71	4	4	4	4	4	20
	72	4	4	4	4	4	20

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73	4	4	5	4	4	21
74	4	5	4	5	3	21
75	2	2	2	4	2	12
76	3	4	5	4	3	19
77	3	2	4	3	4	16
78	4	4	4	4	4	20
79	5	5	5	5	5	25
80	3	3	3	3	5	17
81	5	5	- 3	5	4	22
82	4	4	4	5	4	21
83	5	4	3	5	4	21
84	5	4	4	3	5	21
85	5	3	3	4	5	20
86	5	4	4	5	3	21
87	4	5	5	3	5	22
88	5	4	5	5	5	24
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90	5	4	5	3	5	22
91	4	4	3	5	4	20
92	5	3	5	4	5	22
93	4	5	3	5	5	22
94	5	4	5	3	5	22
95	4	5	3	5	5	22
96	4	_ 5	5	5	5	24
97	5	3	5	4	5	22
98	5	4	5	3///	2	19
99	5	4	3	5	4	21
100	5	3	5	2	5	20
101	3	5	4	5	5	22
102	4	4	3	5	4	20
103	4	3	4	4	3	18
104	2	5	4	3	4	18
105	4	4	4	4	3	19
106	4	4	4	5	5	22
107	3	3	3	3	4	16
108	5	4	4	4	5	22
109	5	5	5	5	5	25
110	3	3	3	3	5	17

111 5 5 5 5	5 25
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APPENDIX F: MAIN – TEST: RESPONDENT ANSWER FOR VARIABLE X2 (BRAND REPUTATION)

NO	X2.1	X2.2	X2.3	X2.4	Total
1	5	5	5	5	20
2	5	5	5	5	20
3	5	4	3	5	17
4	5	4	5	4	18
5	5	2	3	5	15
6	5	3	5	3	16
7	4	5	3	4	16
8	5	4	5	3	17
9	4	2	5	3	14
10	4	5	3	5	17
11	5	3	5	2	15
12	4	4	4	4	16
13	3	5	3	4	15
14	3	4	5	4	16
15	3	3	3	5	14
16	3	3	3	5	14
17	3	3	3	5	14
18	5	5	5	5	20
19	3	3	3	4	13
20	3	3	3	5	14
21	4	4	4	2	14
22	3	3	3	4	13
23	4	4	4	2	14
24	3	5	3///	4	15
25	2	3	5	4	14
26	4	4	3	5	16
27	2	2	2	5	11
28	4	5	5	3	17
29	4	4	4	4	16
30	5	3	3	4	15
31	4	4	4	5	17
32	4	4	4	5	17
33	3	2	4	5	14
34	3	4	3	4	14

		T	T		
35	5	4	4	5	18
36	4	3	5	4	16
37	4	4	4	5	17
38	5	4	5	4	18
39	5	2	3	5	15
40	5	3	5	3	16
41	4	5	3	4	16
42	5	4	5	3	17
43	4	2	5	3	14
44	4	5	3	5	17
45	5	3	5	2	15
46	4	4	4	4	16
47	3	5	3	4	15
48	3	4	5	4	16
49	5	2	3	5	15
50	3	4	5	3	15
51	4	5	3	4	16
52	5	4	4	3	16
53	4	3	5	4	16
54	5	4	5	3	17
55	2	4	3	4	13
56	3	3	4	4	14
57	3	3	3	3	12
58	3	3/	2	2	10
59	4	3	3	2	12
60	3	5	5	5	18
61	3	3	3	3	12
62	3	3	3///	4	13
63	4	4	4	3	15
64	3	3	3	3	12
65	4	4	4	5	17
66	5	5	5	5	20
67	4	4	4	4	16
68	4	4	5	4	17
69	4	4	4	4	16
70	3	3	4	4	14
71	4	4	4	4	16
72	4	3	4	4	15

			T		,
73	4	4	5	5	18
74	3	3	3	3	12
75	5	5	5	4	19
76	4	4	3	3	14
77	3	3	3	4	13
78	3	3	3	3	12
79	2	2	2	2	8
80	3	3	5	5	16
81	3	3	4	5	15
82	4	5	5	5	19
83	4	4	4	5	17
84	4	4	4	4	16
85	3	3	3	3	12
86	3	2	4	5	14
87	4	4	4	4	16
88	5	5	5	5	20
89	2	3	3	4	12
90	5	5	5	3	18
91	3	4	5	5	17
92	3	3	3	4	13
93	5	5	5	5	20
94	3	2	3	4	12
95	4	4	4	4	16
96	5	5	5	5	20
97	4	4	4	4	16
98	4	4	4	4	16
99	3	3	4	4	14
100	5	5	5///	5	20
101	3	3	3	3	12
102	3	3	3	3	12
103	4	4	4	4	16
104	3	3	3	3	12
105	4	4	4	4	16
106	5	5	5	5	20
107	4	3	5	5	17
108	4	4	3	4	15
109	3	3	3	3	12
110	4	4	4	4	16

111	3	3	3	3	12



APPENDIX G: MAIN – TEST: RESPONDENT ANSWER FOR VARIABLE Y (CUSTOMER SATISFACTION)

No	Y.1	Y.2	Y.3	Total
1	4	4	4	12
2	3	4	5	12
3	3	3	3	9
4	4	3	3	10
5	3	3	4	10
6	4	4	4	12
7	5	5	5	15
8	3	3	3	9
9	4	4	4	12
10	3	4	4	11
11	3	4	3	10
12	4	5	5	14
13	3	3	3	9
14	5	4	5	14
15	4	5	4	13
16	3	5	4	12
17	4	4	4	12
18	3	3	3	9
19	4	4	4	12
20	5	5	4	14
21	3	3	3	9
22	4	3	4	11
23	4	4	4	12
24	5	5	5	15
25	5	5	5	15
26	3	3	3	9
27	4	4	4	12
28	4	3	3	10
29	3	3	3	9
30	4	5	5	14
31	4	4	4	12
32	3	3	4	10
33	3	3	4	10
34	5	5	5	15

35	4	4	4	12
36	5	4	2	11
37	4	5	3	12
38	5	5	4	14
39	3	4	5	12
40	4	3	5	12
41	5	3	4	12
42	3	4	5	12
43	4	5	5	14
44	5	4	3	12
45	3	4	5	12
46	4	5	4	13
47	5	4	3	12
48	4	5	5	14
49	3	1	3	7
50	4	5	4	13
51	4	3	4	11
52	4	4	4	12
53	4	4	4	12
54	5	5	5	15
55	4	4	4	12
56	3	3	3	9
57	4	4	3	11
58	4	4	4	12
59	3	3	3-///	9
60	4	4	4	12
61	3	3	3	9
62	4	4	4	12
63	3	4	4	11
64	3	3	3	9
65	4	5	5	14
66	5	5	5	15
67	3	5	3	11
68	3	3	4	10
69	4	4	4	12
70	3	3	3	9
71	4	4	4	12
72	4	3	4	11
I	1	1	1	

73	4	4	4	12
74	3	3	3	9
75	2	2	2	6
76	4	4	4	12
77	4	3	3	10
78	4	3	3	10
79	2	2	2	6
80	3	4	4	11
81	3	3	3	9
82	4	4	3	11
83	5	5	5	15
84	3	3	3	9
85	3	4	4	11
86	3	3	4	10
87	4	4	4	12
88	5	5	5	15
89	3	4	4	11
90	3	3	5	-11
91	5	5	5	15
92	3	4	4	11
93	5	5	5	15
94	4	4	4	12
95	4	4	4	12
96	4	4	5	13
97	4	4	4	12
98	4	4	4	12
99	5	2	3	10
100	5	5	5	15
101	4	4	4	12
102	4	4	4	12
103	5	5	5	15
104	2	2	3	7
105	3	4	3	10
106	4	4	3	11
107	5	3	4	12
108	4	4	4	12
109	5	5	5	15
110	3	3	4	10
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APPENDIX H: SPSS OUTPUT

Pretest Result

Service Quality (X1)

		2	Correlatio	1113			
		X1.1	X1.2	X1.3	X1.4	X1.5	Total
X1.1	Pearson Correlation	1	.808**	.727**	.826**	.741**	.944**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30
X1.2	Pearson Correlation	.808**	1	.672**	.715**	.779**	.898
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30
X1.3	Pearson Correlation	.727**	.672**	1	.497**	.512**	.788**
	Sig. (2-tailed)	<.001	<.001		.005	.004	<.001
	N	30	30	30	30	30	30
X1.4	Pearson Correlation	.826**	.715**	.497**	1	.742**	.876**
	Sig. (2-tailed)	<.001	<.001	.005		<.001	<.001
	N	30	30	30	30	30	30
X1.5	Pearson Correlation	.741**	.779**	.512**	.742**	1	.853**
	Sig. (2-tailed)	<.001	<.001	.004	<.001		<.001
	N	30	30	30	30	30	30
Total	Pearson Correlation	.944**	.898**	.788**	.876**	.853**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	30	30	30	30	30	30

^{**.} Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's	
Alpha	N of Items
.912	5

Brand Reputation (X2)

Correlations

		X2.1	X2.2	X2.3	X2.4	Total
X2.1	Pearson Correlation	1	.834**	.707**	.496**	.913
	Sig. (2-tailed)		<.001	<.001	.005	<.001
	N	30	30	30	30	30
X2.2	Pearson Correlation	.834**	1	.622**	.465**	.865**
	Sig. (2-tailed)	<.001		<.001	.010	<.001
	N	30	30	30	30	30
X2.3	Pearson Correlation	.707**	.622**	1	.444	.841
	Sig. (2-tailed)	<.001	<.001		.014	<.001
	N	30	30	30	30	30
X2.4	Pearson Correlation	.496**	.465**	.444*	1	.717**
	Sig. (2-tailed)	.005	.010	.014		<.001
	N	30	30	30	30	30
Total	Pearson Correlation	.913**	.865**	.841**	.717**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	30	30	30	30	30

^{**.} Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

^{*.} Correlation is significant at the 0.05 level (2-tailed).

Customer Satisfaction (Y)

Correlations

		Y.1	Y.2	Y.3	TOTAL
Y.1	Pearson Correlation	1	.645**	.691**	.838**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	30	30	30	30
Y.2	Pearson Correlation	.645**	1	.879**	.939**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	30	30	30	30
Y.3	Pearson Correlation	.691**	.879**	1	.947**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	30	30	30	30
TOTAL	Pearson Correlation	.838**	.939**	.947**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	30	30	30	30

^{**.} Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's	
Alpha	N of Items
.892	3

APPENDIX I: RESEARCH STATEMENT LETTER

W BALI

BAINYAK

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 Harapen.

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

: Jessica Acadia

NIM

: 03013200005

Program Studi

: Hospitality Management

Universitas

: Universitas Pelita Harapan

Untuk memberikan izin penelitian tugas akhir tentang "THE INFLUENCE OF SERVICE QUALITY, AND HOTEL BRAND REPUTATION TOWARDS CUSTOMER SASTIFACTION AT W HOTEL BALI SEMINYAK".

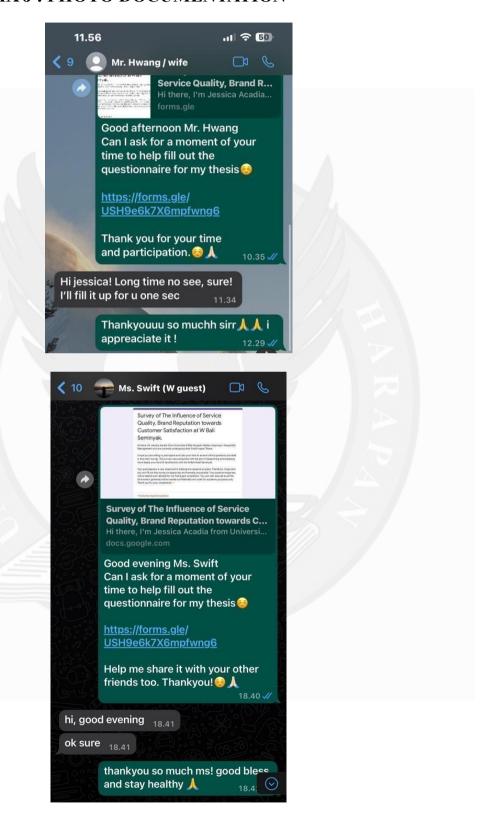
Demikian surat pemyataan ini dibuat dengan benur dan dapat digunakan sebagaimana mestinya.

Seminyak, 06 November 2023

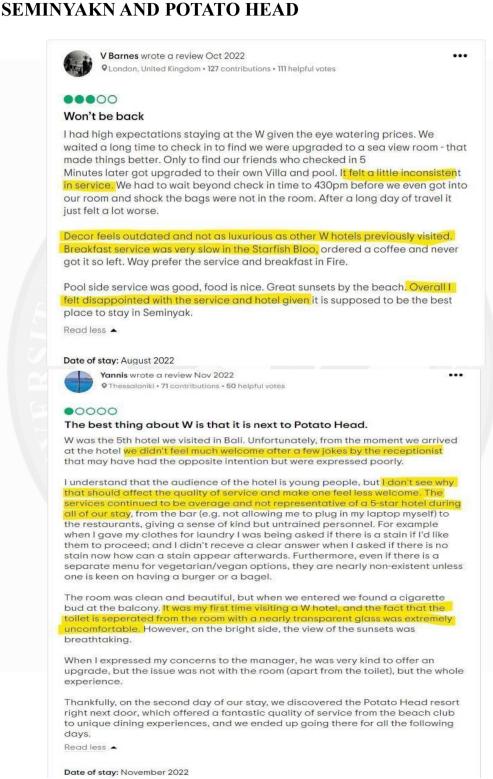
I Wayan Gede Jaya Nadi Learning & Development And Industrial Relationship Manager

W

APPENDIX J: PHOTO DOCUMENTATION



APPENDIX K: GUEST REVIEW AT W HOTEL BALI, ALILA





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Bad experience for me as what I booked is not what I got

Booked Room with ocean view and on checkin they said You will get high floor room by tomorrow as of now rooms are not Available and that tomorrow never came I requested them three times for same in 5 nights stay but they didn't change,I will never recommend this hotel to anyone

Read less -

Date of stay: May 2023

Trip type: Traveled as a couple



Evan K wrote a review Sep 2018

Royal Oak, Michigan • 20 contributions • 13 helpful votes



Honeymoon Dissapointment

We checked into W today on the last part of our honeymoon stay. It has been very disappointing and by far not in line with other Marriott branded hotels.

After checking in, we had lunch in Starfish Bloo. We ordered a seafood platter. Upon bringing the seafood platter to the table, we were instantly swarmed by flies and mosquitos. It was Very unappetizing! When I told the server, he said it is common because flies like seafood. Strange response. If your going to serve seafood in a open air setting, you might want to deter flies and mosquitos so they don't contaminate your food your serving. We complained and the meal was comped by the manager.

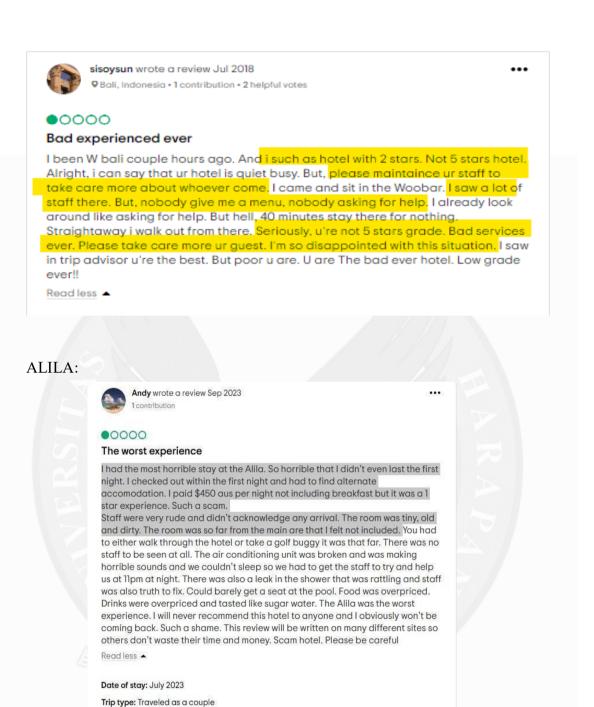
Within 2 hours of checking into our pool villa, we noticed hundreds of ants swarming our bathroom area. We understand it is a tropical destination and there may be a bugs here and there but this was unacceptable. We called management who then moved us to another villa. An upgraded villa would have been a nice gesture rather than a comparable villa swap.

The rooms are showing signs of wear and tear. The windows have marks on them as if they were wiped quickly but with no attention to detail. The furniture in the room has marks on them. Paint chipping etc.

We stayed at St Regis and Mandapa before ending our Bali honeymoon at the W. These hotels set such a high standard and unfortunately the W doesn't even come close.

I cannot recommend this hotel and wouldn't stay here again. Disappointing end to our otherwise excellent stay in Bali. As someone who relies on other Trip Advisor reviews, I wanted to share. Maybe the General Manager can reach out to redeem themselves but so far off to a rough start.

Read less 🔺



POTATO HEAD:



●○○○○ Reviewed January 17, 2023 uia mobile

Don't bother

Drink service is shocking, I waited at least 20 min from ordering to receiving 1 bin tang not just once but 4 times. Plenty of staff but I had to chase up every drink.

Used to be cool but now it's a dive

CONTRACT Location

년 13 **년** 38 Show less

•0000 Value

●○○○○ Service

Date of visit: January 2023