

TABLE OF CONTENTS

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
ABSTRACT	vi
ABSTRAK	vii
PREFACE.....	viii
TABLE OF CONTENTS.....	x
LIST OF FIGURES	xiv
LIST OF TABLES	xv
LIST OF APPENDICES	xvii

CHAPTER I INTRODUCTION

1.1 Background of the Study	1
1.2 Problem Limitation.....	6
1.3 Problem Formulation.....	6
1.4 Objective of The Research.....	6
1.5 Benefit of The Research	7
1.5.1 Theoretical Benefit	7
1.5.2 Practical Benefit.....	7

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS

DEVELOPMENT

2.1 Theoretical Background.....	8
2.1.1 Hospitality	8
2.1.1.1 Definition of Hospitality	8
2.1.1.2 Type of Hospitality	9
2.1.2 Hotel	10

2.1.2	Hotel	10
2.1.2.1	Definition of Hotel.....	10
2.1.2.2	Type of Hotel	10
2.1.3	Product Quality	11
2.1.3.1	Definition of Product Quality	11
2.1.3.2	Indicator of Product Quality	12
2.1.4	Service Quality	13
2.1.4.1	Definition of Service Quality.....	13
2.1.4.2	Indicator of Service Quality.....	14
2.1.5	Brand Image	15
2.1.5.1	Definition of Brand Image.....	15
2.1.5.2	Dimensions of Brand Image	16
2.1.5.2	Indicators of Brand Image	18
2.1.6	Customer Satisfaction	20
2.1.6.1	Definition of Customer Satisfaction	20
2.1.6.2	Purpose of Customer Satisfaction.....	20
2.1.6.3	Indicators of Customer Satisfaction.....	21
2.2	Previous Research.....	22
2.3	Hypothesis Development.....	22
2.4	Research Model	23
2.5	Framework of Thinking	24

CHAPTER III RESEARCH METHODOLOGY

3.1	Research Design	25
3.2	Population and Sample	25
3.3	Data Collection Method.....	27
3.4	Operational Variable Definition and Variable Measurement.....	28
3.5	Data Analysis Method	29
3.5.1	Descriptive Test	29
3.5.2	Data Quality Test	31
3.5.2.1	Validity Test	31

3.5.2.2 Reliability Test.....	32
3.5.3 Classic Assumption Test	33
3.5.3.1 Normality Test	33
3.5.3.2 Multicollinearity Test	33
3.5.3.3 Heteroscedasticity Test.....	34
3.5.3.4 Linearity Test.....	34
3.5.4 Hypothesis Testing	35
3.5.4.1 Coefficient of Determination (r^2).....	35
3.5.4.2 Linear Regression Analysis	36
3.5.4.3 T-test	37
3.5.4.4 F Testing	37

CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1 General View of Kavaz Resort Seminyak	38
4.2 Research Result	47
4.2.1 Result of Descriptive Statistic.....	47
4.2.2 Result of Data Quality Testing	59
4.2.2.1 Validity Testing	59
4.2.2.2 Reliability Testing.....	60
4.2.3 Result of Classing Assumption Testing.....	60
4.2.3.1 Normality Testing	60
4.2.3.2 Multicollinearity Testing	61
4.2.3.3 Heteroscedasticity Testing	62
4.2.3.4 Linearity Testing	63
4.2.4 Result of Hypothesis Testing.....	64
4.2.4.1 Coefficient of Correlation and Coefficient of Determination (Adj r^2).....	64
4.2.4.2 Multiple Linear Regression Analysis	65
4.2.4.3 T-test	66
4.2.4.4 F-test	67
4.3 Discussion.....	67

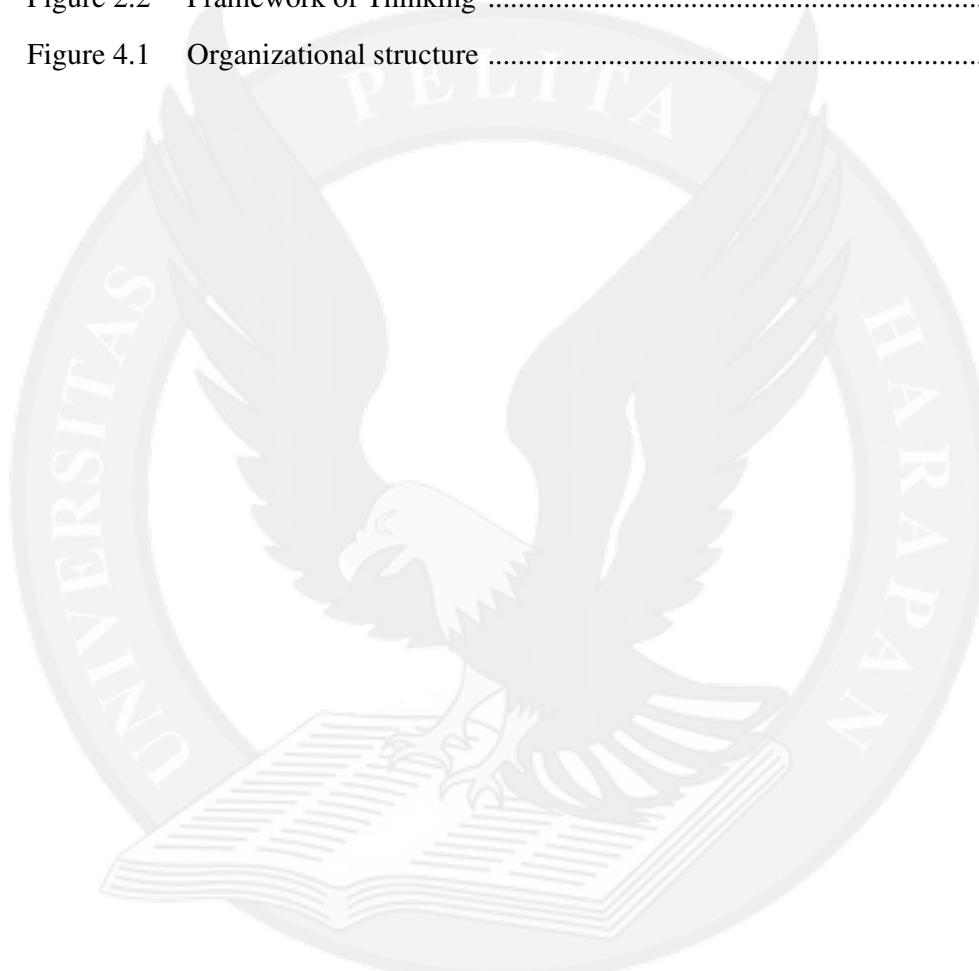
CHAPTER V CONCLUSION

5.1 Conclusion	70
5.2 Recommendation	70
REFERENCES.....	72



LIST OF FIGURES

Figure 1.1	Kanvaz Resort Seminyak	2
Figure 1.2	The Response of Customer about the Hotel	4
Figure 2.1	Research Model	23
Figure 2.2	Framework of Thinking	24
Figure 4.1	Organizational structure	42



LIST OF TABLES

Table 3.1	Likert Scale Instrument	27
Table 3.2	Definition of Operational Variable	28
Table 4.1	Age classification of respondents	47
Table 4.2	Gender classification of respondents	48
Table 4.3	Marital status classification of respondents	48
Table 4.4	Education classification of respondents	49
Table 4.5	Have you ever stay at Kanzav Resort Seminyak within 3 months ago?	49
Table 4.6	Frequency answer of Product Quality	50
Table 4.7	Frequency answer of Service Quality	51
Table 4.8	Frequency answer of Brand Image	53
Table 4.9	Frequency answer of Customer Satisfaction	54
Table 4.10	The Interval Class for Product Quality Variable	56
Table 4.11	The Interval Class for Service Quality Variable	56
Table 4.12	The Interval Class for Brand Image Variable	57
Table 4.13	The Interval Class for Customer Satisfaction Variable	57
Table 4.14	Statistics of Descriptive Statistics	57
Table 4.15	Validity of Product Quality	59
Table 4.16	Validity of Service Quality	59
Table 4.17	Validity of Brand Image	59
Table 4.18	Validity of Customer Satisfaction	59
Table 4.19	Reliability Testing	60
Table 4.20	Normality Testing	61
Table 4.21	Multicollinearity Testing	61
Table 4.22	Heteroscedasticity Testing	62
Table 4.23	Linearity Testing	63
Table 4.24	Coefficient of correlation and coefficient of determination between	

Product Quality, Service Quality and Brand Image with Customer Satisfaction	
test result	64
Table 4.25 Linear regression testing between Product Quality, Service Quality and Brand Image with Customer Satisfaction	65
Table 4.26 T-test	66
Table 4.27 F-test	67

LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE.....	A-1
APPENDIX B: KUESIONER	B-1
APPENDIX C: RESPONDENT ANSWER	C-1
APPENDIX D: PRETEST DATA	D-1
APPENDIX E: OUTPUT DATA SPSS	E-1
APPENDIX F: STATISTIC TABLE	F-1
APPENDIX G: GOOGLE REVIEW BY CUSTOMER	G-1