

Table of Content

APPROVAL PAGE BY FINAL PAPER ADVISOR	i
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE	ii
ABSTRACT.....	iii
ABSTRAK	iv
PREFACE	v
Table of Content	vii
LIST OF FIGURE.....	xi
LIST OF TABLE	xii
CHAPTER I	1
1.1 Background of Study	1
1.2 Problem Limitaton	9
1.3 Problem Formulation	10
1.4 Objective of Research	11
1.5 Benefit of Research	11
1.5.1 Theoritical Benefit	12
1.5.2 Practical Benefit.....	12
CHAPTER II.....	13
2.1 Theoritical Background.....	13
2.1.1 Hospitality Management	13
2.1.2 Hotel Industry.....	15
2.1.3 Customer Experiences.....	16
2.1.3.1 Definition of Customer Experiences.....	16
2.1.3.2 Indicator of Customer Experiences	17
2.1.4 Facilities	18
2.1.4.1 Definition of Facilities	18
2.1.4.2 Indicator of Facilities	19

2.1.5	Atmosphere	20
2.1.5.1	Definition of Atmosphere	20
2.1.5.2	Indicator of Atmosphere	21
2.1.6	Decision to Stay	22
2.1.6.1	Definition of Decision to Stay	22
2.1.6.2	Indicator of Decision to Stay	23
2.2	Previous Research	23
2.3	Hypothesis Development	27
2.3.1	The Effect of Customer Experience toward Decision to Stay at Hotel Danau Toba International Medan	28
2.3.2	The Effect of Facilities toward Decision to Stay at Hotel Danau Toba international Medan.....	29
2.3.3	The Effect of Atmosphere toward Decision to Stay at Hotel Danau Toba International Medan	29
2.3.4	The Effect of Customer Experience, Facilities and Atmosphere toward Decision to Stay at Hotel Danau Toba International Medan	30
2.4	Research Model	31
2.5	Framework of Thinking	32
CHAPTER III		34
3.1	Research Design	34
3.2	Population and Sample.....	35
3.2.1	Population	35
3.2.2	Sample	36
3.3	Data Collection Method.....	38
3.4	Operational Definition and Variable Measurement.....	39
3.4.1	Definition of Operational	39
3.5	Data Analysis Method.....	43
3.5.1	Descriptive Statistic.....	44

3.5.2	Data Quality Test	47
3.5.3	Classical Assumption Testing	49
3.5.4	Multiple Linear Regression	51
3.5.5	Hypothesis Test	51
CHAPTER IV		55
4.1	General View of “Object Research”	55
4.1.1	Brief Overview of Hotel Danau Toba International Medan	55
4.1.2	Vision and Mission of Hotel Danau Toba International Medan ..	55
4.2	Research Result	56
4.2.1	Test of Research Instrument	56
4.2.1.1	Validity Test	56
4.2.1.2	Reliability Test	58
4.2.2	Descriptive Statistic.....	59
4.2.2.1	Characteristic of Respondents	59
4.2.2.2	Explanation of Respondents on Research Variable	60
4.2.2.3	Mean, Median, Mode, Variance, and Standard Deviation.....	74
4.2.3	Result Data Quality Testing	78
4.2.3.1	Classical Assumption Testing Result	78
4.2.3.2	Regression Analysis	83
4.2.3.2.1	Multiple Linear Regression Analysis.....	83
4.2.3.2.2	Coefficient of Determination	84
4.2.4	Result of Hypothesis Testing	85
4.2.4.1	T-Test	85
4.2.4.2	F-Test	86
4.3	Discussion	88
CHAPTER V		91
5.1	Conclusion	91

5.2	Recommendation.....	92
REFERENCES.....		94



LIST OF FIGURE

Figure1. 1 Google Review	3
Figure1. 2 Customer Experiences	4
Figure1. 3 Facilities	6
Figure1. 4 Atmosphere.....	7
Figure2. 1 Research Model	31
Figure4. 1 Mean, Median, Mode, Std Deviation and Variance of X_1	75
Figure4. 2 Mean, Median, Mode, Std Deviation and Variance of X_2	76
Figure4. 3 Mean, Median, Mode, Std Deviation and Variance of X_3	77
Figure4. 4 Mean, Median, Mode, Std Deviation and Variance of Y	78
Figure4. 5 Normality Histogram.....	79
Figure4. 6 Normal P-Plot.....	80
Figure4. 7 Kolmogorov - Smirnov Test	80
Figure4. 8 Multicollinearity Test Result	81
Figure4. 9 Heteroscedasticity Test Result.....	82
Figure4. 10 Heteroscedasticity Test Result.....	82
Figure4. 11 T-Test Result	85
Figure4. 12 F-Test Result.....	87

LIST OF TABLE

Table 2. 1 Summary of Previous Research	25
Table 3. 1 Timeline.....	35
Table 3. 2 Operational Variable (X_1).....	40
Table 3. 3 Operational Variable (X_2).....	40
Table 3. 4 Operational Variable (X_3).....	41
Table 3. 5 Operational Variable (Y)	41
Table 3. 6 Likert Measurement	43
Table 4. 1 Validity Test of X_1	56
Table 4. 2 Validity Test Result of X_2	57
Table 4. 3 Validity Test Result of X_3	57
Table 4. 4 Validity Test Result of Y	58
Table 4. 5 Result of Reliability Test of X_1, X_2, X_3	58
Table 4. 6 Gender of Respondents	59
Table 4. 7 Ages of Respondents	59
Table 4. 8 Frequencies Table of $X_{1.1}$	60
Table 4. 9 Frequencies Table of $X_{1.2}$	61
Table 4. 10 Frequencies Table of $X_{1.3}$	61
Table 4. 11 Frequencies Table $X_{1.4}$	62
Table 4. 12 Frequencies Table of $X_{1.5}$	62
Table 4. 13 Frequencies Table of $X_{1.6}$	63
Table 4. 14 Frequencies Table of $X_{2.1}$	63
Table 4. 15 Frequencies Table of $X_{2.2}$	64
Table 4. 16 Frequencies Table of $X_{2.3}$	64
Table 4. 17 Frequencies Table of $X_{2.4}$	65
Table 4. 18 Frequencies Table of $X_{2.5}$	65
Table 4. 19 Frequencies Table of $X_{2.6}$	66
Table 4. 20 Frequencies Table of $X_{3.1}$	66
Table 4. 21 Frequencies Table of $X_{3.2}$	67
Table 4. 22 Frequencies Table of $X_{3.3}$	67
Table 4. 23 Frequencies Table $X_{3.4}$	68
Table 4. 24 Frequencies Table of $X_{3.5}$	68
Table 4. 25 Frequencies Table of $X_{3.6}$	69
Table 4. 26 Frequencies Table of $Y_{.1}$	69
Table 4. 27 Frequencies Table of $Y_{.2}$	70

Table 4. 28 Frequencies Table $Y_{.3}$	70
Table 4. 29 Frequencies Table of $Y_{.4}$	71
Table 4. 30 Frequencies Table of $Y_{.5}$	72
Table 4. 31 Frequencies Table of $Y_{.6}$	72
Table 4. 32 Frequencies Table of $Y_{.7}$	73
Table 4. 33 Frequencies Table of $Y_{.8}$	73



LIST OF APPEDICES

APPENDIX A : STATEMENT OF AUTHENTICITY AND APPROVAL OF FINAL ASSIGNMENT UPLOAD.....	A-1
APPENDIX B : APPROVAL PAGE BY FINAL PAPER ADVISOR	B-1
APPENDIX C : APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE C-1	
APPENDIX D : PREFACE.....	D-1
APPENDIX E : Questionnaires	E-1
APPENDIX F : DATA TABULATION	F-1
APPENDIX G : DESCRIPTIVE STATISTICAL ANALYSIS.....	G-1
APPENDIX H : DATA QUALITY TESTING	H-1
APPENDIX I : CLASSICAL ASSUMPTION TEST	I-1
APPENDIX J : REGRESSION ANALYSIS	J-1
APPENDIX K : HYPOTHESIS TESTING.....	K-1
APPENDIX L : RESEARCH PERMISSION LETTER FORM AT HOTEL DANAU TOBA INTERNATIONAL MEDAN	L-1