
RELATION BETWEEN GOLF SERVICE QUALITY AND GUEST
SATISFACTION IN JAKARTA

By
RICKY ANANDA

13310147

BACHELOR'S DEGREE
in
BUSINESS ADMINISTRATION - HOTEL AND TOURISM MANAGEMENT
CONCENTRATION

BUSINESS ADMINISTRATION AND HUMANITIES



SWISS GERMAN UNIVERSITY

EduTown BSD City

Tangerang 15339

August 2015

Revision after the Thesis Defense on 05 August 2015

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Student: Ricky Ananda

Date

Approved by:

Thesis Advisor: Mr. Vishnuvardhana Soeprapto BA, MA

Date

Dean: Prof. Eric Jos Nasution, MBA, MA, Ph.D

Date

Ricky Ananda

ABSTRACT

RELATION BETWEEN GOLF SERVICE QUALITY
AND GUEST SATISFACTION
IN JAKARTA

By

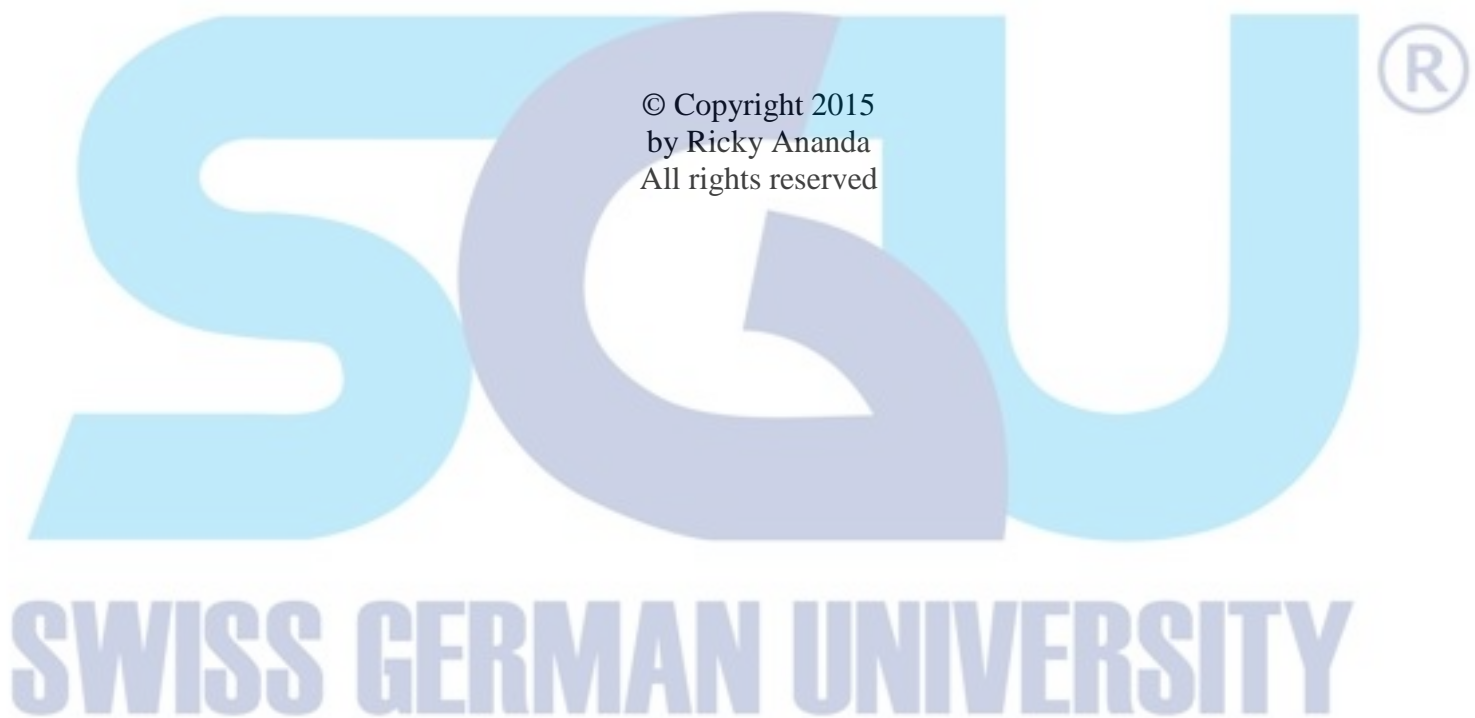
Ricky Ananda

Vishnuvardhana Soeprapto BA, MA, Advisor

Swiss German University

The purpose of this study to indentify the relation between golf service quality and guest satisfaction in Jakarta. The study was conducted using five SERVQUAL dimensions. The dimension are reliability, responsiveness, Assurance, Empathy, and Tangible. The method used in this analysis is quantitative, with a set of questionnaire and distributed to 100 respondents. The data gathered is analyzed then using SPSS. The result are Reliability, Responsiveness, Assurance, Empathy, and Tangible have significant impact toward Customer Satisfaction. Satisfied customer will recommend the product, will recommend the service, and good thing about the golf club house.

Keywords: SERVQUAL, Golf, Customer Satisfaction



DEDICATION

I dedicated this thesis especially to my parent, my family, my advisor and all my best friends. Without their support, patience, understanding and love, the completion of this work would not have been possible.



ACKNOWLEDGEMENTS

First of all I would like to thank God, for his blessings and love for guide me through this whole thesis process and I would like to thank my family especially my father and mother who always support for this last four years. I would like to thank my cousin, who always support, patient during hard condition.

I would like to thank my advisor and Mr. Vishnuvardhana Soeprapto, B.A, M.A patience in answering all my questions and inspired me a lot through their knowledge.

I would like to thank to all my friends especially Cynthia Deviana, Denny H. Trinugroho, Ellen Mulyono, Lucia Yani Surya, Melisa Soetarso, Michael Nur, Radityo Nandiasa, Kevin Marcius Ganda, Sarah Anneta, Muhammad Joddy Guswan, Stephanie, Daniel Luckinta, Josept Edwin, Kevin Winter, Ribka Haryuni, Keezia Wisanto, Aninditha Hariantoputri Brasali, Lydia Rachel Chandra, Cyntia Febriana Kamadjaja, James Ona Kembara, Yulda Saputra, Raynaldo Yohan, Achmad Faisal, Jorrdy. Thank you for all great laugh, experiences and support during hard times.

Last I would like to thank of the HTM lectures: Ms. Munawaro Zainal, Mr. Tommy Saroso, Mr. Oqke Prawira, Mr. Isna who have been very helpful and assisted me in completing this thesis.

SWISS GERMAN UNIVERSITY

TABLE OF CONTENTS

STATEMENT BY THE AUTHOR.....	1
ABSTRACT.....	3
DEDICATION.....	5
ACKNOWLEDGEMENTS.....	6
TABLE OF CONTENTS.....	7
CHAPTER 1 INTRODUCTION	11
1.1. Background	11
1.2. Research Problem.....	12
1.3. Research Objectives	13
1.4. Significance of Study	13
1.5. Scope and Limitation	13
1.6. Thesis Structure.....	14
CHAPTER 2 LITERATURE REVIEW	15
2.1. Definition of Tourism.....	15
2.2. Areas in Tourims	16
2.3. Type of Tourism.....	20
2.4.Travel Purpose	20
2.5. Sport Tourism and History.....	21
2.5.1. Active Sport Tourism.....	22
2.5.2. History of Sport Tourism	22
2.5.3. The Impact of Tourism	23

2.6. Golf History	25
2.7. Golf Equipment.....	26
2.7.1. Golf Balls	26
2.7.2. Club.....	27
2.7.3. Ball Markers.....	28
2.7.4. Tees	28
2.7.5. Golf Bag	29
2.7.6. Golf Cart	30
2.7.7. Club Head Cover.....	31
2.7.8. Ball Mark Repair Tool	31
2.8. Customers Satisfaction.....	31
2.9. Measuring Customers Satisfaction	32
2.9.1. Servqual Instrument.....	33
2.10. Aspect of Customers Satisfaction	33
2.11. SERVICE QUALITY	34
CHAPTER 3 RESEARCH METHODOLOGY	36
3.1. Research Process.....	36
3.2. Type of Research	37
3.3 Research Questions and Hypothesis	37
3.3.1 Question	37
3.3.2 Hypothesis.....	37
3.4 Type of Data	38
3.5 Variable Operational Definition	38
3.6 Population, Sample and Sampling Method.....	41
3.6.1 Population	41
3.6.2 Sample.....	41
3.6.3 Sampling Method.....	42

3.7 Data Sources and Data Collection Technique	43
3.8 Research Model	44
Figur 3.1	44
3.9 Data Analysis	44
3.9.1 Normality	45
3.9.2 Multicollinearity	45
3.9.3 Heteroskedasitas	45
3.9.4 Hyphotesis.....	46
3.10 Reliability and Validity	46
3.10.1 Reliability.....	46
3.10.2 Validity	47
CHAPTER 4 – RESULTS AND DISCUSSIONS.....	48
4.1 Golf Courses in Jakarta.....	48
4.2 Respondent Profile.....	52
4.2.1 Gender Level.....	52
4.2.2Age Level.....	53
4.2.3Frequency of People Playing in Golf Courts in a Month.....	54
4.3 Pre-Testing the Validity Test and Reliability Test	55
4.3.1 Reliability Validity Test.....	57
4.3.2 Responsiveness Validity Test	57
4.3.3 Assurance Validity Test.....	58
4.3.4 Empathy Validity Test	59
4.3.5 Tangibles Validity Test.....	59
4.3.6 Reliability Test.....	60
4.3.7 Normality	61
4.3.8 Multikolinearitas	62
4.3.9 Hypothesis Test.....	65

4.3.9.1 Partial Test	65
4.2.9.2 F Test	67
4.3.9.3 Coefficient of Determination	68
4.4 Posting Test.....	63
4.4.1 Validity Test.....	63
4.4.2 Reliability Test.....	64
4.5 Data Analysis	69
CHAPTER 5 – CONCLUSIONS AND RECCOMENDATIONS	72
5.1 Conclusion	72
5.2 Reccomendations	73
APPENDIX A – QUESTIONNAIRE (Indonesia Version).....	75
APPENDIX B – QUESTIONNAIRE (English Version)	82

SWISS GERMAN UNIVERSITY