

**THE INFLUENCE OF PRICE, SERVICE QUALITY AND LOCATION
TOWARD CUSTOMER DECISION VISITING MERCURE JAKARTA
PANTAI INDAH KAPUK**

By

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BACHELOR'S DEGREE
in

Hotel and Tourism Management concentration
Business and Communication

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ABSTRACT

THE INFLUENCE OF PRICE, SERVICE QUALITY AND LOCATION TOWARD CUSTOMER DECISION VISITING MERCURE JAKARTA PANTAI INDAH KAPUK

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Hotel industry has become one of the developing and growing sectors in hospitality service sector, especially in Indonesia. Nowadays, hotel industry is competing with each other with their own uniqueness and specialty to create the best hotel that can stand out compare to any other. Apart from have own uniqueness and specialty, hotel need to consider the price, service quality and location of the hotel. This research is aimed to analyze the influence of Price, Service Quality and Location toward the Customer Decision visiting Mercure Jakarta Pantai Indah Kapuk. By applying a quantitative method using SPSS software. 160 respondents who ever visit Mercure Jakarta Pantai Indah Kapuk were obtained. Data processing techniques are done by descriptive analysis, classical assumption test and hypothesis testing. The results shows that Price and Location has an impact toward customer decision and Service Quality has no impact toward customer decision Mercure Jakarta Pantai Indah Kapuk.

Keywords: Price, Service Quality, Location, Customer Decision



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DEDICATION

I dedicate this thesis to my beloved parents for the never -ending support and encouragement in pursuing my bachelor degree.

I would also like to dedicate to whoever that need the content of this thesis. This thesis is dedicated to you who currently read this sentence. Kindly, please use it for proper purpose. I hope this will assist you in further research and development.



ACKNOWLEDGEMENTS

First of all, I would like to express my gratefulness to God for every positive thing that had occurred during this pandemic.

Most importantly to my parents, thank you for encouraging me through these days and especially mom for taking care of me when I'm under pressure sometimes.

To Miss Mumun, thank you very much for every suggestion, recommendations, advice, and critics that you gave me when making this thesis. You are very patient in handling my problems and always motivate me throughout the process. This thesis would not be finished if it was not for your guidance.

To Calvin and Rocky, my thesis partner, thank you so much for accompanying me during the thesis progress. You always support me and listen to my story during break time. My days of making a thesis are very lively thanks to you, See you on graduation day!

To all my friends, who I cannot mention one by one, thank you for being always there when I needed the most.

Lastly for all people who participate in filling my questionnaire. Thank you very for your kindness.

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