

## GLOSSARY

Customer Decision : refer to the process when consumer deciding on something

Location : a particular place or position

Price : amount of money charged for a product or service

Quality : define the overall characteristic and features of a product or se

Service : is an action of doing something done by someone or something



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## APPENDIXES

### Appendix 1. Questionnaire Google Form

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

Dear participant,

My name is Samudra Sukardi and I am currently studying for a Bachelor's degree in Hotel and Tourism Management at Swiss German University (SGU) Tangerang, Indonesia. I am currently doing a survey in order to collect data for my Thesis. As mentioned in the title, my topic is The Influence of Price, Service Quality and Location toward Customer Decision visiting Mercure Jakarta Pantai Indah Kapuk.

Upon completion of this survey, you agree to the usage of the data obtained within the study. Your participation will remain completely anonymous and the data collected will be kept confidential and will be solely used for the purpose of this research.

This survey take approximately 15 minutes to complete.

If you have any questions regarding the questionnaire, please don't hesitate to contact me at [samudra15@gmail.com](mailto:samudra15@gmail.com) or [samudra.sukardi@student.sgu.ac.id](mailto:samudra.sukardi@student.sgu.ac.id)  
Thank you in advance for your kind participation and valuable contribution to my research.

Best Regards,

Samudra Sukardi

\* Required

Are you willing to participate in this study? (Apakah anda bersedia untuk partisipasi dalam penelitian ini) \* \*

Yes

No



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

\* Required

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

### Part I Screening Questions

Have you ever visit Mercure Jakarta Pantai Indah Kapuk?(Restaurant , Lobby ,stay at the hotel, and others) (Apakah anda pernah mengunjungi Mercure Jakarta Pantai Indah Kapuk?(Restoran, Lobi, menginap di hotel dan lain lainnya)) \*

- Yes
- No

Back

Next



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

\* Required

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

### Part II Respondent Profile

What is your gender? (Apa jenis kelamin Anda?) \*

- Male (Pria)  
 Female (Wanita)

Where do you live? (Anda tinggal di mana?) \*

- Jakarta  
 Outside Jakarta (Di luar kota Jakarta)

Which age group do you fit into? (Dikategori umur manakah Anda berada?) \*

- 17 - 20 years old (17-20 tahun)
- 21-30 years old (21-30 tahun)
- 31-40 years old (31-40 tahun)
- 41-50 years old (41-50 tahun)
- 51-60 years old (51-60 tahun)
- Above 60 years old (Diatas 60 tahun)

What is the best option to describe your occupation? (Pilihan yang paling tepat untuk mendeskripsikan pekerjaan anda?) \*

- University Student (Mahasiswa)
- Employed full-time (Pekerja tetap)
- Employed part-time (Pekerja paruh waktu)
- Entrepreneur (Pengusaha)
- Retired (Pensiun)
- Other: \_\_\_\_\_

What is your monthly income? (Berapa penghasilan bulanan Anda?) \*

- Below Rp 3.000.000 (Dibawah)
- Rp 3.000.000- Rp 5.000.000
- Above Rp 5.000.000 (Diatas)

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

\* Required

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

### Part III Price

1. Please enter a checklist into the columns according to what you think is the most appropriate. Your opinions will be declared using a Likert scale from 1 to 5, which is:

1. Harap masukkan daftar checklist(klik) ke kolom yang menurut Anda paling sesuai. Pendapat Anda akan dinyatakan menggunakan skala likert dari 1 sampai 5, yaitu:

- 5. Strongly Agree (Sangat Setuju)
- 4. Agree (Setuju)
- 3. Neutral (Netral)
- 2. Disagree (Tidak Setuju)
- 1. Strongly Disagree (Sangat Tidak Setuju)

2. Every question in this questionnaire only requires one point answer only

2. Setiap pertanyaan dalam kuesioner ini hanya membutuhkan satu jawaban poin saja

3. Thank you for your Participation

3. Terima Kasih atas Partisipasinya

1. Rate (room, restaurant and others) of Mercure Jakarta Pantai Indah Kapuk is affordable. (Tarif (kamar, restoran, dan lain-lain) di Mercure Jakarta Pantai Indah Kapuk terjangkau) \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

2. Rate (room, restaurant and others) of Mercure Jakarta Pantai Indah Kapuk is equivalent to the quality of room given. (Tarif (kamar, restoran, dan lain-lain) di Mercure Jakarta Pantai Indah Kapuk setara dengan kualitas kamar yang diberikan) \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

3. Rate (room, restaurant and others) of Mercure Jakarta Pantai Indah Kapuk is equivalent to the facilities provided. (Tarif (kamar, restoran, dan lain-lain) di Mercure Jakarta Pantai Indah Kapuk setara dengan fasilitas yang disediakan) \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

4. The room rate of Mercure Jakarta Pantai Indah Kapuk is cheaper than other hotel in Pantai Indah Kapuk area. (Tarif kamar Mercure Jakarta Pantai Indah Kapuk lebih murah dibandingkan hotel lain di kawasan Pantai Indah Kapuk) \*

1      2      3      4      5

Strongly Disagree                        Strongly Agree

5. Mercure Jakarta Pantai Indah Kapuk has more facilities than other hotel in Pantai Indah Kapuk area. (Mercure Jakarta Pantai Indah Kapuk memiliki fasilitas lebih dari hotel lain di kawasan Pantai Indah Kapuk.) \*

1      2      3      4      5

Strongly Disagree                        Strongly Agree

6. The product and service of Mercure Jakarta Pantai Indah Kapuk is competitive compare to other. (Produk dan layanan Mercure Jakarta Pantai Indah Kapuk sangat kompetitif dibandingkan dengan yang lain) \*

1      2      3      4      5

Strongly Disagree                        Strongly Agree

Back

Next

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

\* Required

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

### Part IV Service Quality

1. Please enter a checklist into the columns according to what you think is the most appropriate. Your opinions will be declared using a Likert scale from 1 to 5, which is:

1. Harap masukkan daftar checklist(klik) ke kolom yang menurut Anda paling sesuai. Pendapat Anda akan dinyatakan menggunakan skala likert dari 1 sampai 5, yaitu:

- 5. Strongly Agree (Sangat Setuju)
- 4. Agree (Setuju)
- 3. Neutral (Netral)
- 2. Disagree (Tidak Setuju)
- 1. Strongly Disagree (Sangat Tidak Setuju)

2. Every question in this questionnaire only requires one point answer only

2. Setiap pertanyaan dalam kuesioner ini hanya membutuhkan satu jawaban poin saja

3. Thank you for your Participation

3. Terima Kasih atas Partisipasinya



7. Complain from guest are always responded well by the employee of Mercure Jakarta Pantai Indah Kapuk. (Keluhan dari tamu selalu ditanggapi dengan baik oleh karyawan Mercure Jakarta Pantai Indah Kapuk) \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

8. Employee of Mercure Jakarta Pantai Indah Kapuk are fast and appropriate in providing services to guest. (Karyawan Mercure Jakarta Pantai Indah Kapuk cepat dan tepat dalam memberikan pelayanan kepada tamu) \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

9. Front Line Staff of Mercure Jakarta Pantai Indah Kapuk provide fast and simple service process. (Staf Garis Depan Mercure Jakarta Pantai Indah Kapuk menyediakan proses layanan yang cepat dan sederhana) \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

10. Employee of Mercure Jakarta Pantai Indah Kapuk understand the guest needs. (Karyawan Mercure Jakarta Pantai Indah Kapuk memahami kebutuhan tamu) \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

11. Employee of Mercure Jakarta Pantai Indah Kapuk are friendly and polite when serving guest. (Karyawan Mercure Jakarta Pantai Indah Kapuk ramah dan sopan saat melayani tamu.) \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

12. Employee of Mercure Jakarta Pantai Indah Kapuk patiently provide information to the guest. (Karyawan Mercure Jakarta Pantai Indah Kapuk dengan sabar memberikan informasi kepada para tamu) \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

13. Employee of Mercure Jakarta Pantai Indah Kapuk give information about the hotel clearly and easy to understand by the guest. (Karyawan Mercure Jakarta Pantai Indah Kapuk memberikan informasi tentang hotel dengan jelas dan mudah dipahami oleh tamu.) \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

14. Guest feel safe leaving their item at the hotel. (Tamu merasa aman meninggalkan barangnya di hotel) \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

15. Employee of Mercure Jakarta Pantai Indah Kapuk will be giving their best hospitality service toward all guest who visit the hotel. (Karyawan Mercure Jakarta Pantai Indah Kapuk akan memberikan layanan keramahan terbaiknya kepada semua tamu yang berkunjung ke hotel.) \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Back

Next

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

\* Required

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

### Part V Location

1. Please enter a checklist into the columns according to what you think is the most appropriate. Your opinions will be declared using a Likert scale from 1 to 5, which is:

1. Harap masukkan daftar checklist(klik) ke kolom yang menurut Anda paling sesuai. Pendapat Anda akan dinyatakan menggunakan skala likert dari 1 sampai 5, yaitu:

5. Strongly Agree (Sangat Setuju)
4. Agree (Setuju)
3. Neutral (Netral)
2. Disagree (Tidak Setuju)
1. Strongly Disagree (Sangat Tidak Setuju)

2. Every question in this questionnaire only requires one point answer only

2. Setiap pertanyaan dalam kuesioner ini hanya membutuhkan satu jawaban poin saja

3. Thank you for your Participation

3. Terima Kasih atas Partisipasinya

16. Mercure Jakarta Pantai Indah Kapuk is in a strategic location. (Mercure Jakarta Pantai Indah Kapuk berada di lokasi yang strategis) \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

17. Mercure Jakarta Pantai Indah Kapuk is near with public facilities. (Mercure Jakarta Pantai Indah Kapuk dekat dengan fasilitas umum) \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

18. Mercure Jakarta Pantai Indah Kapuk is easy to access. (Mercure Jakarta Pantai Indah Kapuk mudah diakses) \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

19. Mercure Jakarta Pantai Indah Kapuk is near and visible from the road. (Mercure Jakarta Pantai Indah Kapuk dekat dan terlihat dari jalan) \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree



20. Mercure Jakarta Pantai Indah Kapuk building is clean and well maintain. (.  
Mercure Jakarta Pantai Indah Kapuk building is clean and well maintain) \*

1 2 3 4 5  
Strongly Disagree      Strongly Agree

21. Mercure Jakarta Pantai Indah Kapuk public area( parking lot, lobby, restroom)  
is clean and well organize. (Area umum Mercure Jakarta Pantai Indah Kapuk  
(tempat parkir, lobi, kamar kecil) bersih dan tertata dengan baik) \*

1 2 3 4 5  
Strongly Disagree      Strongly Agree

22. Mercure Jakarta Pantai Indah Kapuk is in safe and comfortable environment.  
(Mercure Jakarta Pantai Indah Kapuk berada di lingkungan yang aman dan  
nyaman) \*

1 2 3 4 5  
Strongly Disagree      Strongly Agree

23. Environment condition of Mercure Jakarta Pantai Indah Kapuk is clean.  
(Kondisi lingkungan Mercure Jakarta Pantai Indah Kapuk bersih) \*

1 2 3 4 5  
Strongly Disagree      Strongly Agree



24. Guest feel safe and secure whenever they are in the hotel area (parking lot, lobby, restaurant). (Tamu merasa aman dan terjamin setiap kali berada di area hotel (tempat parkir, lobi, restoran)) \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Back

Next

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

\* Required

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

### Part VI Customer Decision

1. Please enter a checklist into the columns according to what you think is the most appropriate. Your opinions will be declared using a Likert scale from 1 to 5, which is:

1. Harap masukkan daftar checklist(klik) ke kolom yang menurut Anda paling sesuai. Pendapat Anda akan dinyatakan menggunakan skala likert dari 1 sampai 5, yaitu:

- 5. Strongly Agree (Sangat Setuju)
- 4. Agree (Setuju)
- 3. Neutral (Netral)
- 2. Disagree (Tidak Setuju)
- 1. Strongly Disagree (Sangat Tidak Setuju)

2. Every question in this questionnaire only requires one point answer only

2. Setiap pertanyaan dalam kuesioner ini hanya membutuhkan satu jawaban poin saja

3. Thank you for your Participation

3. Terima Kasih atas Partisipasinya

25. I feel satisfied visiting at Mercure Jakarta Pantai Indah Kapuk. (Saya merasa puas mengunjungi di Mercure Jakarta Pantai Indah Kapuk) \*

1 2 3 4 5

Strongly Disagree      Strongly Agree

26. I will visit Mercure Jakarta Pantai Indah Kapuk again in the future time. (Saya akan mengunjungi Mercure Jakarta Pantai Indah Kapuk lagi di lain waktu) \*

1 2 3 4 5

Strongly Disagree      Strongly Agree

27. I will recommend Mercure Jakarta Pantai Indah Kapuk to my friends, family ,collegues,etc. (Saya akan merekomendasikan Mercure Jakarta Pantai Indah Kapuk kepada teman, keluarga, kolega, dll) \*

1 2 3 4 5

Strongly Disagree      Strongly Agree

Back

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

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

## Concluding Remark

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**Appendix 2. SPSS Result**

**One-Sample Kolmogorov-Smirnov Test**

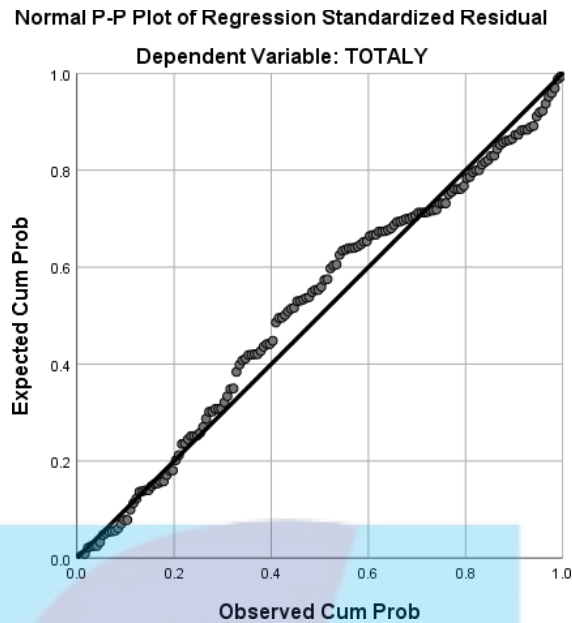
		Unstandardized Residual	
N		160	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Std. Deviation	1.26383073	
Most Extreme Differences	Absolute	.091	
	Positive	.050	
	Negative	-.091	
Test Statistic		.091	
Asymp. Sig. (2-tailed)		.002 <sup>c</sup>	
Monte Carlo Sig. (2-tailed)	Sig.	.128 <sup>d</sup>	
	99% Confidence Interval	Lower Bound	.120
		Upper Bound	.137

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.



**Correlations**

			TOTALX1	TOTALX2	TOTALX3	Unstandardized Residual
Spearman's rho	TOTALX1	Correlation Coefficient	1.000	.560**	.494**	-.135
		Sig. (2-tailed)	.	.000	.000	.090
		N	160	160	160	160
	TOTALX2	Correlation Coefficient	.560**	1.000	.614**	-.042
		Sig. (2-tailed)	.000	.	.000	.598
		N	160	160	160	160
	TOTALX3	Correlation Coefficient	.494**	.614**	1.000	-.054
		Sig. (2-tailed)	.000	.000	.	.495
		N	160	160	160	160
	Unstandardized Residual	Correlation Coefficient	-.135	-.042	-.054	1.000
		Sig. (2-tailed)	.090	.598	.495	.
		N	160	160	160	160

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.747	.939		-1.862	.065		
	TOTALX1	.331	.051	.498	6.543	.000	.443	2.260
	TOTALX2	.047	.040	.101	1.179	.240	.346	2.892
	TOTALX3	.119	.037	.253	3.200	.002	.409	2.447

a. Dependent Variable: TOTALY



### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	TOTALX3, TOTALX1, TOTALX2 <sup>b</sup>	.	Enter

a. Dependent Variable: TOTALY

b. All requested variables entered.

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775 <sup>a</sup>	.601	.593	1.276

a. Predictors: (Constant), TOTALX3, TOTALX1, TOTALX2

b. Dependent Variable: TOTALY

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.747	.939		-1.862	.065
	TOTALX1	.331	.051	.498	6.543	.000
	TOTALX2	.047	.040	.101	1.179	.240
	TOTALX3	.119	.037	.253	3.200	.002

a. Dependent Variable: TOTALY

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	381.978	3	127.326	78.211	.000 <sup>b</sup>
	Residual	253.966	156	1.628		
	Total	635.944	159			

a. Dependent Variable: TOTALY

b. Predictors: (Constant), TOTALX3, TOTALX1, TOTALX2



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## CURRICULUM VITAE

### Personal Information

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Name : Samudra Sukardi

Place of Birth : Jakarta, Indonesia

Date of Birth : 15 January 2000

Email : samudra15@gmail.com

Phone : 087785000630

Address : Jalan Florence 5 no: 68 , Mediteranian Boulevard, PIK,14450, Jakarta



### Education

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University : Swiss German University (2017-Present)

High School : PKBM PANBI (2016-2017)

Junior High : Permai Plus School (2013-2016)

### Working Experience

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- Mercure Hotel PIK : Front Office and Concierge, 2018, Internship for 6 months
- Marche Movenpick : Bakery , 2020, Internship for 6 months

## **Organizational Experience**

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- HARFEST 2018 : Head of National Front Desk Competition
- GALA DINNER 2019 : General Manager of Gala Dinner

## **Skills**

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- Basic knowledge in German and Chinese language
- Understand the basic of Photoshop and Adobe InDesign
- Fluent in Bahasa Indonesia ( mother tongue) and English
- Proficient user of Microsoft Words, Excel, Power Point, Fidelio and Opera