

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

By

Samudra Sukardi  
11703016

BACHELOR'S DEGREE  
in

Hotel and Tourism Management concentration  
Business and Communication



SWISS GERMAN UNIVERSITY  
The Prominence Tower  
Jalan Jalur Sutera Barat No. 15, Alam Sutera  
Tangerang, Banten 15143 - Indonesia

Revision after Thesis Defense on 15 July 2021

### 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.



Samudra Sukardi

Student

27/07/2021

Date

Approved by:



Munawaroh, S.E., M.M.

Thesis Advisor

27/07/2021

Date

Dr. Nila Krisnawati Hidayat, S.E., M.M

Dean

Date

## ABSTRACT

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

By

Samudra Sukardi

Munawaroh, S.E., M.M., Advisor

SWISS GERMAN UNIVERSITY

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*



## **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.

## TABLE OF CONTENTS

	Page
STATEMENT BY THE AUTHOR.....	2
ABSTRACT.....	3
DEDICATION.....	5
ACKNOWLEDGEMENTS.....	6
TABLE OF CONTENTS.....	7
LIST OF FIGURES.....	11
LIST OF TABLES.....	12
CHAPTER 1 – INTRODUCTION.....	14
1.1 Background.....	14
1.2 Research Problem.....	18
1.3 Research Question.....	18
1.4 Research Objective.....	18
1.5 Scope and Limitation.....	19
1.6 Significance of Study.....	19
CHAPTER 2 - LITERATURE REVIEW.....	20
2.1 Framework of Thinking.....	20
2.2 Hotel.....	21
2.2.1 Definition.....	21
2.3 Marketing.....	21
2.3.1 Definition.....	21
2.4 Price.....	22
2.4.1 Definition.....	22
2.5 Service Quality.....	24
2.5.1 Definition.....	24

---

2.6 Location .....	26
2.6.1 Definition .....	26
2.7 Customer Decision .....	27
2.7.1 Definition .....	27
2.8 Previous Study .....	29
2.9 Study Difference .....	35
2.10 Research Model .....	36
2.11 Hypothesis.....	36
<b>CHAPTER 3 – RESEARCH METHODS .....</b>	<b>38</b>
3.1 Type of Study.....	38
3.2 Unit Analysis.....	38
3.3 Population and Sampling .....	38
3.3.1 Population Target.....	39
3.3.2 Sampling Strategies.....	39
3.4 Data Resources and Collection Method.....	39
3.4.1 Type of Data.....	39
3.4.1.1 Primary Data .....	40
3.4.1.2 Secondary Data .....	40
3.4.2 Data Collection Method.....	41
3.5 Questionnaire Structure.....	41
3.6 Time frame of Study .....	43
3.7 Variable Operationalization .....	44
3.8 Data Testing Procedure .....	48
3.8.1 Data Preparation.....	48
3.8.2 Pre Test .....	48
3.8.3 Validity Test.....	48



---

3.8.4 Reliability Test.....	49
3.8.5 Post Test.....	50
3.9 Data Analysis Technique .....	50
3.9.1 Descriptive Analysis Statistical Analysis .....	50
3.9.2 Classical Assumption Test.....	50
3.9.2.1 Normality Test .....	50
3.9.2.2 Heteroscedasticity Test .....	51
3.9.2.3 Multicollinearity Test.....	51
3.10 Hypothesis Test.....	52
3.10.1 T- Test .....	52
3.10.2 F- Test .....	52
CHAPTER 4- RESULTS AND DISCUSSIONS .....	53
4.1 Company Profile .....	53
4.2 Pre Test Result .....	55
4.2.1 Validity Pre- Test Result.....	55
4.2.2 Reliability Pre- Test Result .....	58
4.3 Respondent Profile.....	59
4.3.1 Gender .....	59
4.3.2 Living Area .....	60
4.3.3 Age Group.....	60
4.3.4 Occupation .....	61
4.3.5 Income.....	62
4.4 Post- Test Result .....	62
4.4.1 Validity Post- Test Result .....	62
4.4.2 Reliability Post- Test Result .....	66
4.5 Classical Assumption Test.....	67

4.5.1 Normality Test .....	67
4.5.2 Heteroscedasticity Test .....	69
4.5.3 Multicollinearity Test.....	70
4.5.4 Descriptive Statistic Analysis .....	71
4.6 Multiple Linear Regression Test.....	75
4.6.1 T-Test .....	76
4.6.2 F-Test .....	78
4.7 Hypothesis Test Discussion .....	79
4.7.1 Hypothesis 1.....	79
4.7.2 Hypothesis 2.....	80
4.7.3 Hypothesis 3.....	80
4.8 Analysis of Respondent Profile.....	80
CHAPTER 5 – CONCLUSION AND RECOMMENDATIONS .....	82
5.1 Conclusion .....	82
5.2 Recommendation .....	83
5.2.1 Recommendation for Managerial.....	83
5.2.2 Recommendation for Future Research.....	84
GLOSSARY .....	85
REFERENCES .....	86
APPENDIXES .....	91
CURRICULUM VITAE .....	113

## LIST OF FIGURES

Figure	Page
Figure 2.5 Service Characteristic .....	24
Figure 2.7 Stages of Purchasing Decision .....	27
Figure 2.10 Research Model .....	36
Figure 4.1 Logo Mercure Jakarta Pantai Indah Kapuk .....	53
Figure 4.3-1 Respondent Profile (Gender).....	59
Figure 4.3-2 Respondent Profile (Living Area) .....	60
Figure 4.3-3 Respondent Profile (Age Group).....	61
Figure 4.3-4 Respondent Profile (Occupation) .....	61
Figure 4.3-5 Respondent Profile (Income).....	62
Figure 4.5-1 Normality Test Results (Kolmogorov – Smirnov).....	67
Figure 4.5-2 Normality Test Results (P-Plot) .....	68
Figure 4.5-3 Heteroscedasticity Test Result (Spearman’s Rho) .....	69
Figure 4.5-4 Multicollinearity Test Result.....	70
Figure 4.6-1 Variable Entered for Multiple Linear Regression .....	75
Figure 4.6-2 Model Summary for Multiple Linear Regression .....	76
Figure 4.6-3 T-Test Result for Multiple Linear Regression .....	78
Figure 4.6-4 F-Test Results for Multiple Linear Regression .....	79

## LIST OF TABLES

Table	Page
Table 1.1 Number of Guest Staying at Mercure Jakarta Pantai Indah Kapuk .....	15
Table 1.1-2 Number of Room Sold at Mercure Jakarta Pantai Indah Kapuk .....	16
Table 1.1-3 List of Competitor hotel in Pantai Indah Kapuk Area.....	16
Table 1.1-4 Hotel Comparison.....	17
Table 2.8 Previous Study Table .....	29
Table 3.4 Primary Data .....	40
Table 3.4-1 Secondary Data.....	41
Table 3.5 Questionnaire Structure .....	41
Table 3.6 Time frame of Thesis Work.....	43
Table 3.7 Variable Operationalization.....	44
Table 3.8 Cronbach's Alpha Value.....	49
Table 4.1 Mercure Jakarta Pantai Indah Kapuk Room Type and Room Size.....	54
Table 4.2-1 Pearson's R Correlation Coefficient (28-32).....	55
Table 4.2-2 Price Items Validity Pre-Test Result .....	56
Table 4.2-3 Service Quality Items Validity Pre-Test Result .....	56
Table 4.2-4 Location Items Validity Pre-Test Result .....	57
Table 4.2-5 Customer Decision Items Validity Pre-Test Result.....	58
Table 4.2-6 Reliability Pre-Test Result.....	58
Table 4.4-1 Pearson's R Correlation Coefficient (156-159).....	62
Table 4.4-2 Price Items Validity Post-Test Result.....	63
Table 4.4-3 Service Quality Items Validity Post-Test Result.....	64
Table 4.4-4 Location Items Validity Post-Test Result.....	65
Table 4.4-5 Customer Decision Items Validity Post-Test Result .....	66

Table 4.4-6 Reliability Post-Test Result .....	66
Table 4.5-1 Price Items Mean Result .....	71
Table 4.5-2 Service Quality Items Mean Result .....	72
Table 4.5-3 Location Items Mean Result .....	73
Table 4.5-4 Customer Decision Items Mean Result .....	75
Table 4.6-1 T-Table Value (156-159) .....	77
Table 4.6-2 F-Table Value (156-157) .....	79

