

ABSTRACT

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Thesis title: CUSTOMER'S PERCEPTIONS AND ACTIONS: A Study of Customers' Perception on Service Quality and Customers' Action in Disseminating the Products and Services of Hotel in Indonesia

Research Problem: What is the influence of customers' perception on hotel services quality to their enthusiasm in disseminating opinion, and what instruments can be used to disseminate the opinion?

Summary:

This thesis is about customers' perception and actions. It is intended to understand customers' perception on five determinants of service quality, its correlation with their enthusiasm in disseminating the perception, and instruments used by customers'

in disseminating the perception.

Gathering data through questionnaires answered by 101 respondents and analyzed by cross tabulation and simple correlation, this thesis has produced some interesting finding. The five determinants of service quality, namely tangible, reliability, responsiveness, assurance and empathy, were equally important. Majority of the respondents were enthusiastic and even very enthusiastic in disseminating their perception. A simple correlation analysis concluded that the higher score of importance of determinants service of quality, the higher of enthusiasm in disseminating the perception.

The instruments used to disseminate customers' perception were varied with word of mouth as the highest one, followed by text messaging, social media, and lastly, printed media.

Based on the findings above, there are some lessons which might be useful for academicians, marketing consultants, as well as hotel management. Moreover, the findings can be used as a starting point for strategic future research contributing for theoretical development.

ABSTRAK

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Summary:

Tesis ini berisi tentang persepsi dan tindakan konsumen. Hal ini dimaksudkan untuk memahami persepsi berdasarkan 5 faktor penentu kualitas layanan, dikorelasikan dengan antusiasme konsumen dalam mensosialisasikan persepsi, dan instrumen yang digunakan oleh konsumen dalam menyebarkan persepsi.

Mengumpulkan data melalui kuesioner diisi oleh 101 responden dan dianalisis dengan tabulasi silang dan korelasi sederhana, tesis ini menghasilkan beberapa temuan menarik. Lima penentu kualitas pelayanan, yaitu tangible, reliability, responsiveness, assurance dan empathy, ternyata memiliki porsi yang sama pentingnya bagi konsumen. Mayoritas responden antusias dan bahkan sangat antusias dalam menyebarkan persepsi mereka. Analisis korelasi sederhana menyimpulkan bahwa semakin tinggi skor dari pentingnya penentu layanan berkualitas, maka semakin tinggi juga antusiasme dalam menyebarkan persepsi.

Instrumen yang digunakan untuk menyebarluaskan persepsi pelanggan sangat bervariasi, dari mulut ke mulut atau WOM sebagai salah satu yang tertinggi, diikuti oleh teks, media sosial, dan media terakhir, media cetak.

Berdasarkan temuan di atas, ada beberapa pelajaran yang akan berguna bagi akademisi, konsultan pemasaran, serta manajemen hotel. Selain itu, temuan dapat digunakan sebagai titik awal untuk penelitian berikutnya mengenai strategis berkontribusi untuk pengembangan teori.