

**ENHANCING STRENGTH OF A RELATIONSHIP BETWEEN CUSTOMERS  
AND THEIR SERVICE PROVIDER IN BUSINESS-TO-CONSUMER HOTEL  
INDUSTRY**

**AN EXPLANATORY STUDY ON INDONESIAN CUSTOMERS OF HOTELS  
THAT ARE ESTABLISHED IN INDONESIA**

**BACHELOR THESIS**

Proposed as one of the requirements to complete Bachelor Study Program (S-1)  
Faculty of Economics and Business Universitas Gadjah Mada

Bachelor Thesis Supervisor:

*Dra. Yulia Arisnani Widyaningsih, M.B.A., Ph.D.*



Proposed by:

**Gerry Stevanus**

**11/320289/EK/18686**

**FACULTY OF ECONOMICS AND BUSINESS**

**UNIVERSITAS GADJAH MADA**

**YOGYAKARTA**

**2015**