

CHAPTER 6

CONCLUSION and SUGGESTION

6.1. Conclusion

From the research, it can be concluded as follow:

- a. There are two different perceptions of domestic and foreign customers. The domestic customers tend to be one-dimensional and attractive, while the foreigners tend to be one-dimensional and must be toward the service attributes of Quality Hotel Yogyakarta.
- b. The service attributes of Quality Hotel Yogyakarta can be classified by KANO's model into must-be, one-dimensional, indifferent, and attractive attributes.
- c. The attractive service attributes that should be increased to delight and exceed customer expectation are:
 1. Room Quality; includes Sophisticated Door Lock, Room Decoration Details and Variation, and Periodic Furniture Change.
 2. General Amenities; includes Food and Beverages Great Variety, Information Desk Availability, Bible Availability, and Customized Room Fragrance.
 3. Business Service; includes Multi Charger Availability.
 4. Value; includes Hotel Good Reputation and Personalized Service.
- d. The highest priority alternative to improve attractive service attributes is Guest History (43.8%), followed by Updated Website (32.4%) and Representative Brochure (23.8%).

6.2. Suggestion

This research is identifying the nowadays service attributes. Next research can be identifying the additional and developed service attributes of Quality Hotel Yogyakarta. In AHP method, the analysis of improvement steps of attractive attributes ignores the economical side; also brainstorming is conducted with one manager only. So for the next research, it is possible to cover the economical aspects and do brainstorming with more than one manager. The realization of Guest History using data base programming is also should be considered.

For Quality Hotel Yogyakarta, the attractive service attributes as stated above should be concerned more, in order to make competitive advantage. The guest history as highest priority alternative should be realized to keep the good relationship with customers in the long term.

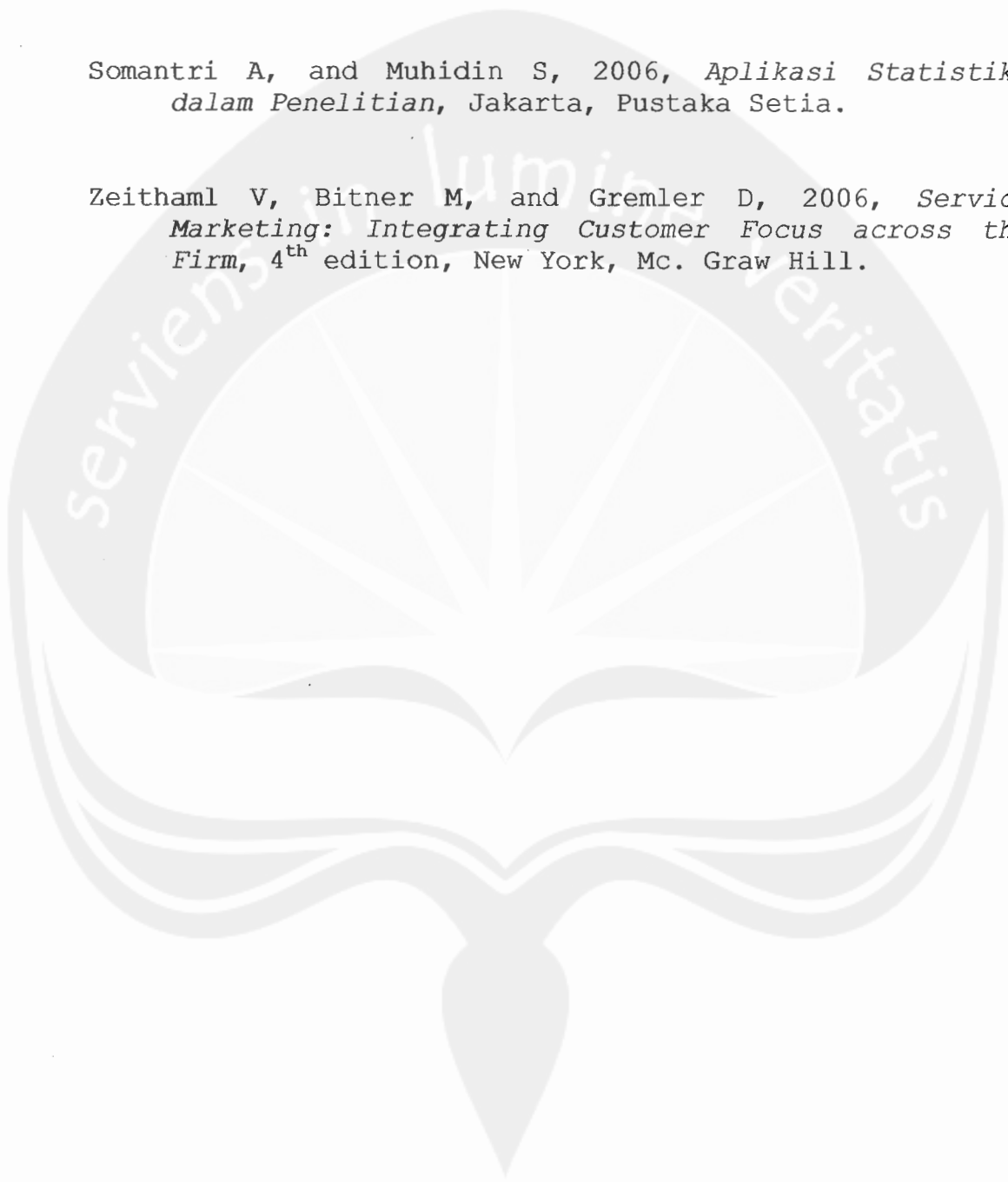
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APPENDICES

Mgr. II A

II B

III A

III B

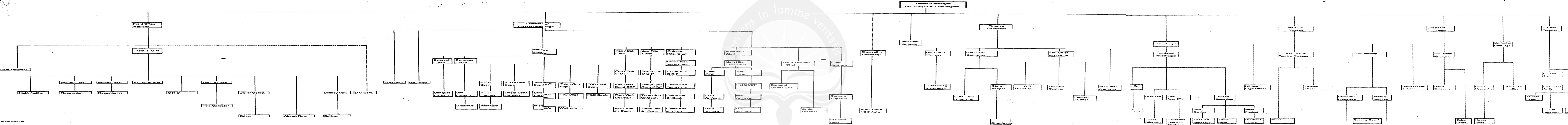
III C

IV A

IV B

V A

V B



Approved by:
Istidjab M. Danunagoro
General Manager

KUESIONER

Dalam usaha menyelesaikan studi di Program Studi Teknik Industri Internasional, Fakultas Teknologi Industri Universitas Atma Jaya Yogyakarta, saya akan melakukan penelitian Tugas Akhir. Saya yang melakukan penelitian:

Nama : Betzy Amanta Hennadi

NIM : 3711

Saya berharap Bapak/Ibu/Saudara/Saudari bersedia menjawab beberapa pertanyaan yang saya ajukan. Daftar pertanyaan ini telah dibuat sedemikian rupa sehingga memudahkan Anda dalam pengisian. Semua jawaban yang Anda berikan hanya akan dipergunakan dalam penelitian ini dan terjamin kerahasiaannya.

Atas perhatian Anda, saya mengucapkan banyak terima kasih.

A. IDENTITAS RESPONDEN

1. Jenis kelamin:

() Pria

() Wanita

2. Usia Anda: tahun

3. Maksud kunjungan Anda ke Hotel Quality Yogyakarta:

() Bisnis

() Tugas dari instansi kerja .

() Rekreasi / wisata / bersenang-senang

() Menghadiri acara khusus, misal: undangan pernikahan, ulang tahun, dsb

() Show

() Lain-lain:

B. DAFTAR PERTANYAAN

1. Apa yang Anda ketahui tentang Hotel Quality Yogyakarta?

2. Apa problem yang Anda ketahui sehubungan dengan pelayanan pada Hotel Quality Yogyakarta?

3. Kriteria apa sajakah yang menjadi pertimbangan Anda saat memilih Hotel Quality Yogyakarta?

4. Kriteria pelayanan apa sajakah yang sudah memenuhi keinginan Anda?

5. Kriteria pelayanan apa sajakah yang belum memenuhi keinginan Anda?

Lain-lain:

.....

.....

.....

QUESTIONNAIRE

In the process of finishing the study at International Industrial Engineering of Industrial Technology Faculty of Atma Jaya Yogyakarta University, I am who concerned below, will conduct the thesis research.

Name : Betzy Amanta Hennadi

NIM : 3711

I ask your help to answer these following questions. All of your answers only will be used in this research.

I would like to thank for your attention and cooperation.

A. RESPONDENTS IDENTITY

1. Sex:

() Male

() Female

2. Your age: years old

3. Your visiting objective to Quality Hotel Yogyakarta:

() Business

() Work duty

() Recreation / tourism / have fun

() Special event, e.g: wedding invitation, birthday party, etc

() Show

() Other:

B. QUESTIONS LIST

1. What do you think about Quality Hotel Yogyakarta?

2. What problems do you know related with the service of Quality Hotel Yogyakarta?

3. What are the criteria that become your consideration in choosing Quality Hotel Yogyakarta?

4. What are the service criteria that have fulfilled your intention?

5. What are the service criteria that have not fulfilled your intention?

Other:

.....

.....

.....

RESULT OF PRELIMINARY QUESTIONNAIRE

DOMESTIC

Sex

Sex	Number of Respondents	%
Male	18	60
Female	12	40
Total	30	100

Age

Age	Number of Respondents	%
<15	0	0
15-24	4	13.3
25-34	7	23.3
35-44	9	30
45-54	6	20
>54	4	13.3
Total	30	100

Visiting Objective

Visiting Objective	Number of Respondents	%
Business	12	40
Work duty	9	30
Recreation / tourism / have fun	5	16.7
Special event (wedding, party, etc)	3	10
Show	1	3.3
Other	0	0
Total	30	100

1. What do you think about Quality Hotel Yogyakarta?

No	Answer	Number of Answers
1	International class hotel	9
2	Starred hotel	13
3	Near from airport	7
4	Nice hotel	2
5	Placed uptown	2
6	Reachable price	2
7	Delicious Chinese food	3
8	Kind service	1
Total		39

2. What kind of problem do you know about Quality Hotel Yogyakarta?

No	Answer	Number of Answers
1	Not understand staff	3
2	Slow service	8
3	Narrow parking lot	4
4	Dissatisfied service	5
5	No answer	11
Total		31

3. What kind of criteria that become your consideration in choosing Quality Hotel Yogyakarta?

No	Answer	Number of Answers
1	Near from airport	10
2	Five starred hotel facilities	2
3	Shuttle transportation	3
4	Easy transportation access	1
5	Wide meeting room	3
6	Comfortable	5
7	Clean	4
8	Good service	3
9	Good for conference and rest place	1
10	Reachable price	1
Total		33

4. What service criteria that has fulfill your intention?

No	Answer	Number of Answers
1	Shuttle transportation	6
2	Good front receptionist	3
3	Delicious food	5
4	Good service	3
5	Reachable price	1
6	Comfortable place	3
7	Good facilities	2
8	Clean	4
9	Kind staff	1
10	Good room service	1
11	All	2
Total		31

5. What service criteria that has not fulfill your intention?

No	Answer	Number of Answers
1	Slow phone operator	11
2	Slow staff	7
3	Far prayer place	5
4	Narrow parking lot	1
5	Late morning call	1
6	Far from souvenir shop	1
7	Not understand staff	1
8	Not personalized service	4
9	Not flexible service	9
10	Lack of smile at receptionist	1
11	High price	1
12	Still manual door lock	8
13	Not easy emergency call access	3
14	No answer	5
Total		58

RESULT OF PRELIMINARY QUESTIONNAIRE

FOREIGN

Sex

Sex	Number of Respondents	%
Male	21	70
Female	9	30
Total	30	100

Age

Age	Number of Respondents	%
<15		0
15-24	1	3.3
25-34	3	10
35-44	6	20
45-54	5	16.7
>54	15	50
Total	30	100

Visiting Objective

Visiting Objective	Number of Respondents	%
Business	2	6.7
Work duty	3	10
Recreation / tourism / have fun	23	76.7
Special event (wedding, party, etc)	2	6.7
Show	0	0
Other	0	0
Total	30	100

1. What do you think about Quality Hotel Yogyakarta?

No	Answer	Number of Answers
1	International class hotel	8
2	Starred hotel	9
3	Near from airport	17
4	Nice hotel	2
5	Placed uptown	3
6	Reachable price	4
7	Delicious Chinese food	2
8	Kind service	2
	Total	47

2. What kind of problem do you know about Quality Hotel Yogyakarta?

No	Answer	Number of Answers
1	Not understand staff	7
2	Slow service	12
3	Dissatisfied service	5
4	No answer	8
	Total	32

3. What kind of criteria that become your consideration in choosing Quality Hotel Yogyakarta?

No	Answer	Number of Answers
----	--------	-------------------

1	Near from airport	14
2	Five starred hotel facilities	2
3	Shuttle transportation	10
4	Easy transportation access	7
5	Comfortable	3
6	Clean	2
7	Reachable price	4
Total		42

4. What service criteria that has fulfill your intention?

No	Answer	Number of Answers
1	Shuttle transportation	11
2	Delicious food	7
3	Good service	4
4	Reachable price	2
5	Comfortable place	4
6	Good facilities	5
7	Clean	6
8	Kind staff	7
9	Good room service	3
10	All	2
Total		51

5. What service criteria that has not fulfill your intention?

No	Answer	Number of Answers
1	Slow phone operator	14
2	Slow staff	12
3	Late morning call	3
4	Far from souvenir shop	2
5	Not understand staff	6
6	Not personalized service	11
7	Not flexible service	9
8	Bad smell room	5
9	Lack of privacy	7
12	Still manual door lock	8
11	Not cold refrigerator	4
12	No answer	3
Total		84

LIST OF INTERVIEW

Day, date : Tuesday, February 27, 2007
Time : 10.15 a.m.
Place : Quality Hotel Yogyakarta
Resource : Ms. Ira (HRD Manager of Quality Hotel Yogyakarta)
Interviewer : Betzy

List of Question and Answer

1. What is the general customer perception about Quality Hotel Yogyakarta?
 - Strategic place
 - Good facilities
 - Reachable price
2. What are the common problems that customer usually complaint?
 - Bad laundry
 - Leak toilet
 - Not working hot water tap
3. How to overcome those complaints?

The management party will first ask for apologize from the guest who experience the problem. Then, the problems are communicated to the related department (for example: the bad laundry is the responsibility of Housekeeping and Laundry Department) and should be solved as soon as possible. After that, the related department should give the report to the management party, and the management party will give the feedback again to the guest.
4. How many complaints usually happened?

There are about 0 - 5 complaints in a month.
5. What are the special things of Quality Hotel Yogyakarta?
 - Good accommodation
 - Unique building shape
 - Small place but impressive
 - Good healthy club
 - Food festival
6. What are the actions can be done by Quality Hotel Yogyakarta besides of what are stated in the journal?
 - Change the furniture periodically
 - Change the room layout periodically
 - Give special touch in making the room more beautiful
 - Provide the decorative plants
 - Provide various charger based on request
 - Provide Bible based on request

SAMPLE SIZE CALCULATION

DOMESTIC

N	2548		domestic guest (Mar)	
Item number	45			
Highest score	225		1month	5095
Lowest score	45		2weeks	2547.5
Range	180		1week	1273.75
Confidence level	95%			
Bound of error	10			
$Z_{\alpha/2}$	1.96			
S	52.2			
no	104.6775	alpha	0.05	
n	100.5847			

FOREIGN

N	503		foreign guest (Mar)	
Item number	45			
Highest score	225		1month	1006
Lowest score	45		2weeks	503
Range	180		1week	251.5
Confidence level	0.95			
Bound of error	10			
$Z_{\alpha/2}$	1.96			
S	52.2			
no	104.6775	alpha	0.05	
n	86.78872			

$$n = \frac{n_o}{1 + \frac{n_o - 1}{N}} \quad n_o = \left[\frac{Z_{\alpha/2} S}{\delta} \right]^2$$

Where

- $Z_{\alpha/2}$ = constanta from table
- δ = tolerable bound of error
- S = population deviation
- no = assumption sample
- n = minimum sample size

KUESIONER

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() Tugas dari instansi kerja

() Rekreasi / wisata / bersenang-senang

() Menghadiri acara khusus, misal: undangan pernikahan, ulang tahun, dsb

() Show

() Lain-lain:

KANO's Questionnaire

I. Berikanlah tanda check (✓) untuk jawaban yang PALING mewakili perasaan Anda terhadap pelayanan Hotel Quality Yogyakarta.

STAFF SERVICE QUALITY

1. a. Bagaimana perasaan Anda bila staff melayani dengan sopan dan ramah?
 Saya sangat menyukainya Saya tidak suka tapi bisa mentoleransinya
 Memang seharusnya demikian Saya tidak menyukainya
 Netral
- b. Bagaimana perasaan Anda bila staff melayani dengan **tidak** sopan dan **tidak** ramah?
 Saya sangat menyukainya Saya bisa mentoleransi itu
 Memang seharusnya demikian Saya tidak menyukainya
 Netral

2. a. Bagaimana perasaan Anda bila staff selalu ingin menolong Anda?
 Saya sangat menyukainya Saya tidak suka tapi bisa mentoleransinya
 Memang seharusnya demikian Saya tidak menyukainya
 Netral
- b. Bagaimana perasaan Anda bila staff **tidak** memiliki semangat untuk menolong Anda?
 Saya sangat menyukainya Saya bisa mentoleransi itu
 Memang seharusnya demikian Saya tidak menyukainya
 Netral

3. a. Bagaimana perasaan Anda bila staff memahami keinginan Anda?
 Saya sangat menyukainya Saya tidak suka tapi bisa mentoleransinya
 Memang seharusnya demikian Saya tidak menyukainya
 Netral
- b. Bagaimana perasaan Anda bila staff **tidak** memahami keinginan Anda?
 Saya sangat menyukainya Saya bisa mentoleransi itu
 Memang seharusnya demikian Saya tidak menyukainya
 Netral

4. a. Bagaimana perasaan Anda bila staff melayani dengan efisien?
 Saya sangat menyukainya Saya tidak suka tapi bisa mentoleransinya
 Memang seharusnya demikian Saya tidak menyukainya
 Netral
- b. Bagaimana perasaan Anda bila staff melayani dengan **tidak** efisien?
 Saya sangat menyukainya Saya bisa mentoleransi itu
 Memang seharusnya demikian Saya tidak menyukainya
 Netral

5. a. Bagaimana perasaan Anda bila proses check-in / check-out efisien dan cepat?
 Saya sangat menyukainya Saya tidak suka tapi bisa mentoleransinya
 Memang seharusnya demikian Saya tidak menyukainya
 Netral
- b. Bagaimana perasaan Anda bila proses check-in / check-out **tidak** efisien dan lama?
 Saya sangat menyukainya Saya bisa mentoleransi itu
 Memang seharusnya demikian Saya tidak menyukainya
 Netral

6. a. Bagaimana pendapat Anda bila staff menguasai lebih dari 1 bahasa?
 Saya sangat menyukainya Saya tidak suka tapi bisa mentoleransinya
 Memang seharusnya demikian Saya tidak menyukainya
 Netral

b. Bagaimana pendapat Anda bila staff **tidak** menguasai lebih dari 1 bahasa?

- Saya sangat menyukainya Saya bisa mentoleransi itu
 Memang seharusnya demikian Saya tidak menyukainya
 Netral
-

7. a. Bagaimana pendapat Anda bila staff berpakaian rapi dan matching?

- Saya sangat menyukainya Saya tidak suka tapi bisa mentoleransinya
 Memang seharusnya demikian Saya tidak menyukainya
 Netral

b. Bagaimana pendapat Anda bila staff berpakaian **tidak** rapi dan tidak matching?

- Saya sangat menyukainya Saya bisa mentoleransi itu
 Memang seharusnya demikian Saya tidak menyukainya
 Netral
-

8. a. Bagaimana pendapat Anda terhadap layanan operator telepon yang cepat?

- Saya sangat menyukainya Saya tidak suka tapi bisa mentoleransinya
 Memang seharusnya demikian Saya tidak menyukainya
 Netral

b. Bagaimana pendapat Anda terhadap layanan operator telepon yang **kurang** cepat?

- Saya sangat menyukainya Saya bisa mentoleransi itu
 Memang seharusnya demikian Saya tidak menyukainya
 Netral
-

9. a. Bagaimana pendapat Anda terhadap staff room service yang melayani dengan cepat?

- Saya sangat menyukainya Saya tidak suka tapi bisa mentoleransinya
 Memang seharusnya demikian Saya tidak menyukainya
 Netral

b. Bagaimana pendapat Anda terhadap staff room service yang melayani **kurang** cepat?

- Saya sangat menyukainya Saya bisa mentoleransi itu
 Memang seharusnya demikian Saya tidak menyukainya
 Netral
-

10. a. Bagaimana pendapat Anda terhadap layanan yang fleksibel?

- Saya sangat menyukainya Saya tidak suka tapi bisa mentoleransinya
 Memang seharusnya demikian Saya tidak menyukainya
 Netral

b. Bagaimana pendapat Anda terhadap layanan yang **kurang** fleksibel?

- Saya sangat menyukainya Saya bisa mentoleransi itu
 Memang seharusnya demikian Saya tidak menyukainya
 Netral
-

ROOM QUALITY

1. a. Bagaimana perasaan Anda bila kasur / bantal nyaman dipakai?

- Saya sangat menyukainya Saya tidak suka tapi bisa mentoleransinya
 Memang seharusnya demikian Saya tidak menyukainya
 Netral

b. Bagaimana perasaan Anda bila kasur / bantal **tidak** nyaman dipakai?

- Saya sangat menyukainya Saya bisa mentoleransi itu
 Memang seharusnya demikian Saya tidak menyukainya
 Netral
-

2. a. Bagaimana perasaan Anda mengenai alat pengatur (remote control) suhu ruangan yang bekerja dengan baik?

- Saya sangat menyukainya Saya tidak suka tapi bisa mentoleransinya
 Memang seharusnya demikian Saya tidak menyukainya
 Netral

- b. Bagaimana perasaan Anda mengenai alat pengatur (remote control) suhu ruangan yang **tidak** bekerja dengan baik?
- () Saya sangat menyukainya () Saya bisa mentoleransi itu
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
-
3. a. Bagaimana perasaan Anda bila kamar dalam kondisi rapi dan bersih?
- () Saya sangat menyukainya () Saya tidak suka tapi bisa mentoleransinya
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
- b. Bagaimana perasaan Anda bila kamar dalam kondisi **tidak** rapi dan kotor?
- () Saya sangat menyukainya () Saya bisa mentoleransi itu
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
-
4. a. Bagaimana perasaan Anda bila kamar dalam keadaan tenang?
- () Saya sangat menyukainya () Saya tidak suka tapi bisa mentoleransinya
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
- b. Bagaimana perasaan Anda bila kamar dalam keadaan ramai?
- () Saya sangat menyukainya () Saya bisa mentoleransi itu
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
-
5. a. Bagaimana pendapat Anda bila door lock dibuat lebih canggih?
- () Saya sangat menyukainya () Saya tidak suka tapi bisa mentoleransinya
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
- b. Bagaimana pendapat Anda bila door lock **tetap** seperti sekarang?
- () Saya sangat menyukainya () Saya bisa mentoleransi itu
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
-
6. a. Bagaimana pendapat Anda mengenai adanya lemari pendingin?
- () Saya sangat menyukainya () Saya tidak suka tapi bisa mentoleransinya
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
- b. Bagaimana pendapat Anda mengenai **tidak** adanya lemari pendingin?
- () Saya sangat menyukainya () Saya bisa mentoleransi itu
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
-
7. a. Bagaimana pendapat Anda bila kamar diberi variasi dan detail-detail tertentu?
- () Saya sangat menyukainya () Saya tidak suka tapi bisa mentoleransinya
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
- b. Bagaimana pendapat Anda bila kamar **tetap** seperti sekarang?
- () Saya sangat menyukainya () Saya bisa mentoleransi itu
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
-
8. a. Bagaimana pendapat Anda terhadap adanya tanaman dalam kamar?
- () Saya sangat menyukainya () Saya tidak suka tapi bisa mentoleransinya
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
- b. Bagaimana pendapat Anda terhadap **tidak** adanya tanaman dalam kamar?
- () Saya sangat menyukainya () Saya bisa mentoleransi itu
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral

9. a. Bagaimana pendapat Anda terhadap adanya penggantian posisi furniture secara berkala?
 Saya sangat menyukainya Saya tidak suka tapi bisa mentoleransinya
 Memang seharusnya demikian Saya tidak menyukainya
 Netral
- b. Bagaimana pendapat Anda terhadap **tidak** adanya penggantian posisi furniture secara berkala?
 Saya sangat menyukainya Saya bisa mentoleransi itu
 Memang seharusnya demikian Saya tidak menyukainya
 Netral
-
10. a. Bagaimana pendapat Anda terhadap adanya penggantian furniture dan perlengkapan lain (misal: TV, matras) secara berkala?
 Saya sangat menyukainya Saya tidak suka tapi bisa mentoleransinya
 Memang seharusnya demikian Saya tidak menyukainya
 Netral
- b. Bagaimana pendapat Anda terhadap **tidak** adanya penggantian furniture dan perlengkapan lain secara berkala?
 Saya sangat menyukainya Saya bisa mentoleransi itu
 Memang seharusnya demikian Saya tidak menyukainya
 Netral
-

GENERAL AMENITIES

1. a. Bagaimana perasaan Anda bila layanan laundry efisien?
 Saya sangat menyukainya Saya tidak suka tapi bisa mentoleransinya
 Memang seharusnya demikian Saya tidak menyukainya
 Netral
- b. Bagaimana perasaan Anda bila layanan laundry **tidak** efisien?
 Saya sangat menyukainya Saya bisa mentoleransi itu
 Memang seharusnya demikian Saya tidak menyukainya
 Netral
-
2. a. Bagaimana perasaan Anda bila room service efisien dan akurat?
 Saya sangat menyukainya Saya tidak suka tapi bisa mentoleransinya
 Memang seharusnya demikian Saya tidak menyukainya
 Netral
- b. Bagaimana perasaan Anda bila room service **tidak** efisien dan **tidak** akurat?
 Saya sangat menyukainya Saya bisa mentoleransi itu
 Memang seharusnya demikian Saya tidak menyukainya
 Netral
-
3. a. Bagaimana perasaan Anda bila makanan / minuman tersedia dalam berbagai variasi?
 Saya sangat menyukainya Saya tidak suka tapi bisa mentoleransinya
 Memang seharusnya demikian Saya tidak menyukainya
 Netral
- b. Bagaimana perasaan Anda bila makanan / minuman tersedia dalam **sedikit** variasi?
 Saya sangat menyukainya Saya bisa mentoleransi itu
 Memang seharusnya demikian Saya tidak menyukainya
 Netral
-
4. a. Bagaimana pendapat Anda bila wake-up call tepat waktu?
 Saya sangat menyukainya Saya tidak suka tapi bisa mentoleransinya
 Memang seharusnya demikian Saya tidak menyukainya
 Netral

- b. Bagaimana pendapat Anda bila wake-up call **tidak** tepat waktu?
() Saya sangat menyukainya () Saya bisa mentoleransi itu
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
-
5. a. Bagaimana perasaan Anda bila di information desk selalu tersedia brosur-brosur dan informasi yang diperlukan?
() Saya sangat menyukainya () Saya tidak suka tapi bisa mentoleransinya
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
- b. Bagaimana perasaan Anda bila di information desk **tidak** tersedia brosur-brosur dan informasi yang diperlukan?
() Saya sangat menyukainya () Saya bisa mentoleransi itu
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
-
6. a. Bagaimana perasaan Anda bila makanan / minuman berkualitas tinggi?
() Saya sangat menyukainya () Saya tidak suka tapi bisa mentoleransinya
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
- b. Bagaimana perasaan Anda bila makanan / minuman **kurang** berkualitas?
() Saya sangat menyukainya () Saya bisa mentoleransi itu
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
-
7. a. Bagaimana pendapat Anda terhadap adanya mini-bar?
() Saya sangat menyukainya () Saya tidak suka tapi bisa mentoleransinya
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
- b. Bagaimana pendapat Anda terhadap **tidak** adanya mini-bar?
() Saya sangat menyukainya () Saya bisa mentoleransi itu
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
-
8. a. Bagaimana pendapat Anda terhadap adanya Kitab Suci?
() Saya sangat menyukainya () Saya tidak suka tapi bisa mentoleransinya
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
- b. Bagaimana pendapat Anda terhadap **tidak** adanya Kitab Suci?
() Saya sangat menyukainya () Saya bisa mentoleransi itu
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
-
9. a. Bagaimana pendapat Anda terhadap adanya pengharum ruangan sesuai selera?
() Saya sangat menyukainya () Saya tidak suka tapi bisa mentoleransinya
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
- b. Bagaimana pendapat Anda terhadap **tidak** adanya pengharum ruangan sesuai selera?
() Saya sangat menyukainya () Saya bisa mentoleransi itu
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
-

BUSINESS SERVICE

1. a. Bagaimana pendapat Anda mengenai meeting room yang menunjang kepentingan bisnis?
() Saya sangat menyukainya () Saya tidak suka tapi bisa mentoleransinya
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
- b. Bagaimana pendapat Anda mengenai **tidak** adanya meeting room yang menunjang kepentingan bisnis?
() Saya sangat menyukainya () Saya bisa mentoleransi itu
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
-
2. a. Bagaimana pendapat Anda mengenai tersedianya sarana hot spot di area hotel?
() Saya sangat menyukainya () Saya tidak suka tapi bisa mentoleransinya
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
- b. Bagaimana pendapat Anda mengenai **tidak** tersedianya sarana hot spot di area hotel?
() Saya sangat menyukainya () Saya bisa mentoleransi itu
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
-
3. a. Bagaimana pendapat Anda mengenai tersedianya layanan kesekretariatan?
() Saya sangat menyukainya () Saya tidak suka tapi bisa mentoleransinya
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
- b. Bagaimana pendapat Anda mengenai **tidak** tersedianya layanan kesekretariatan?
() Saya sangat menyukainya () Saya bisa mentoleransi itu
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
-
4. a. Bagaimana pendapat Anda mengenai tersedianya multi charger?
() Saya sangat menyukainya () Saya tidak suka tapi bisa mentoleransinya
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
- b. Bagaimana pendapat Anda mengenai **tidak** tersedianya multi charger?
() Saya sangat menyukainya () Saya bisa mentoleransi itu
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
-

VALUE

1. a. Bagaimana perasaan Anda bila harga makanan / minuman sesuai dengan kebutuhan dan keinginan?
() Saya sangat menyukainya () Saya tidak suka tapi bisa mentoleransinya
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
- b. Bagaimana perasaan Anda bila harga makanan / minuman **tidak** sesuai dengan kebutuhan dan keinginan?
() Saya sangat menyukainya () Saya bisa mentoleransi itu
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
-
2. a. Bagaimana perasaan Anda bila harga kamar sesuai dengan kebutuhan dan keinginan?
() Saya sangat menyukainya () Saya tidak suka tapi bisa mentoleransinya
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral

SECURITY

1. a. Bagaimana perasaan Anda bila security staff bertanggung jawab terhadap keamanan hotel?
- () Saya sangat menyukainya () Saya tidak suka tapi bisa mentoleransinya
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
- b. Bagaimana perasaan Anda bila security staff **tidak** bertanggung jawab terhadap keamanan hotel?
- () Saya sangat menyukainya () Saya bisa mentoleransi itu
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
-
2. a. Bagaimana pendapat Anda mengenai adanya alarm kebakaran yang keras dan peka?
- () Saya sangat menyukainya () Saya tidak suka tapi bisa mentoleransinya
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
- b. Bagaimana pendapat Anda mengenai adanya alarm kebakaran yang **kurang** keras dan kurang peka?
- () Saya sangat menyukainya () Saya bisa mentoleransi itu
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
-
3. a. Bagaimana pendapat Anda mengenai tersedianya safe box?
- () Saya sangat menyukainya () Saya tidak suka tapi bisa mentoleransinya
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
- b. Bagaimana pendapat Anda mengenai **tidak** tersedianya safe box?
- () Saya sangat menyukainya () Saya bisa mentoleransi itu
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
-
4. a. Bagaimana pendapat Anda mengenai adanya kemudahan akses telepon darurat?
- () Saya sangat menyukainya () Saya tidak suka tapi bisa mentoleransinya
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
- b. Bagaimana pendapat Anda mengenai **tidak** adanya kemudahan akses telepon darurat?
- () Saya sangat menyukainya () Saya bisa mentoleransi itu
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
-

IDD FACILITIES

1. a. Bagaimana perasaan Anda mengenai tersedianya layanan IDD (International Direct Dial)?
- () Saya sangat menyukainya () Saya tidak suka tapi bisa mentoleransinya
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
- b. Bagaimana perasaan Anda mengenai **tidak** tersedianya layanan IDD (International Direct Dial)?
- () Saya sangat menyukainya () Saya bisa mentoleransi itu
() Memang seharusnya demikian () Saya tidak menyukainya
() Netral
-

II. Seberapa pentingkah atribut-atribut pelayanan ini bagi Anda?

Kategori	Atribut Pelayanan	Sangat tidak penting → → → → → Sangat penting				
		1	2	3	4	5
Kualitas Staff	<p>Kesopanan dan keramahan staff</p> <p>Semangat menolong staff</p> <p>Pemahaman staff atas keinginan tamu</p> <p>Pelayanan yang efisien</p> <p>Proses check-in / check-out yang efisien</p> <p>Staff dengan kemampuan multi-lingual</p> <p>Kerapian pakaian staff</p> <p>Layanan operator telepon yang cepat</p> <p>Staff room service yang cepat</p> <p>Layanan yang fleksibel</p>					
Kualitas Kamar	<p>Kasur / bantal yang nyaman dipakai</p> <p>Alat pengatur suhu ruang yang baik</p> <p>Kerapian dan kebersihan kamar</p> <p>Ketenangan kamar</p> <p>Door lock yang canggih</p> <p>Ketersediaan lemari pendingin</p> <p>Dekorasi dan variasi detail kamar</p> <p>Ketersediaan tanaman dalam kamar</p> <p>Penggantian tata letak furniture secara berkala</p> <p>Penggantian furniture secara berkala</p> <p>Layanan laundry yang efisien</p> <p>Layanan room service yang efisien dan akurat</p> <p>Variasi makanan dan minuman</p> <p>Wake-up call yang tepat waktu</p> <p>Ketersediaan brosur dan informasi</p>					
Hal-hal Umum						

	Makanan / minuman yang berkualitas Ketersediaan mini-bar Ketersediaan Kitab Suci Pengharum ruangan sesuai keinginan tamu						
Layanan Bisnis	Ketersediaan ruang meeting Ketersediaan hot spot Ketersediaan layanan sekretariat Ketersediaan multi-charger						
Nilai	Harga makanan dan minuman yang sesuai Harga kamar yang sesuai Reputasi hotel yang baik Kenyamanan hotel Adanya privasi Akses mudah ke tempat ibadah Layanan dengan pendekatan personal						
Keamanan	Tanggung jawab security staff Alarm kebakaran yang keras dan peka Ketersediaan safe box Akses telepon darurat						
Fasilitas IDD	Ketersediaan fasilitas telepon internasional						

☺ THANK YOU FOR YOUR COOPERATION ☺

QUESTIONNAIRE

In the process of finishing the study at International Industrial Engineering of Industrial Technology Faculty of Atma Jaya Yogyakarta University, I am who concerned below, will conduct the thesis research.

Name : Betzy Amanta Hennadi

NIM : 3711

I ask your help to answer these following questions. All of your answers only will be used in this research.

I would like to thank for your attention and cooperation.

RESPONDENTS IDENTITY

1. Sex:

- Male
- Female

2. Your age: years old

3. Your visiting objective to Quality Hotel Yogyakarta:

- Business
- Work duty
- Recreation / tourism / have fun
- Special event, e.g: wedding invitation, birthday party, etc
- Show
- Other:

- b. What is your opinion if staffs **DON'T** have multilingual ability?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
-

7. a. What is your opinion if staffs dress neatly?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
- b. What is your opinion if staffs **DON'T** dress neatly?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
-

8. a. What is your opinion toward fast phone operator service?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
- b. What is your opinion toward **NOT** fast phone operator service?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
-

9. a. What is your opinion toward fast room service staffs?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
- b. What is your opinion toward **NOT** fast room service staffs?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
-

10. a. What is your opinion toward flexible service?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
- b. What is your opinion toward **IN**flexible service?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
-

ROOM QUALITY

1. a. How do you feel if pillow / mattress is comfortable?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
- b. How do you feel if pillow / mattress is **NOT** comfortable?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
-
2. a. How do you feel if temperature remote control works well?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral

b. How do you feel if temperature remote control **DOESN'T** work well?

- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |
-

3. a. How do you feel if room is in clean and tidy condition?

- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |

b. How do you feel if room is **NOT** in clean and tidy condition?

- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |
-

4. a. How do you feel if room is in quiet condition?

- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |

b. How do you feel if room is **NOT** in quiet condition?

- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |
-

5. a. What is your opinion if there are more sophisticated door lock?

- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |

b. What is your opinion if there are **NOT** more sophisticated door lock?

- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |
-

6. a. What is your opinion about refrigerator availability?

- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |

b. What is your opinion about refrigerator **IN**availability?

- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |
-

7. a. What is your opinion if there are certain variations and details in the room?

- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |

b. What is your opinion if there are **NO** certain variations and details in the room?

- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |
-

8. a. What is your opinion about plant availability in the room?

- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |

b. What is your opinion about plant **IN**availability in the room?

- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |
-

- b. What is your opinion about **NOT** in-time wake up call?
- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |
-

5. a. How do you feel if the brochures and needed information are available on the information desk?
- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |
- b. How do you feel if the brochures and needed information are **NOT** available on the information desk?
- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |
-

6. a. How do you feel if the food and beverage is in high quality?
- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |
- b. How do you feel if the food and beverage is **NOT** in high quality?
- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |
-

7. a. What is your opinion about mini-bar availability?
- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |
- b. What is your opinion about mini-bar **IN**availability?
- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |
-

8. a. What is your opinion about Bible availability?
- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |
- b. What is your opinion about Bible **IN**availability?
- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |
-

9. a. What is your opinion about customized room fragrance availability?
- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |
- b. What is your opinion about customized room fragrance **IN**availability?
- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |
-

BUSINESS SERVICE

1. a. What is your opinion about business related meeting room availability?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
- b. What is your opinion about business related meeting room INavailability?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
-

2. a. What is your opinion about hot spot availability at hotel area?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
- b. What is your opinion about hot spot INavailability at hotel area?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
-

3. a. What do you think about secretarial service availability?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
- b. What do you think about secretarial service INavailability?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
-

4. a. What do you think about multi charger availability?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
- b. What do you think about multi charger INavailability?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
-

VALUE

1. a. How do you feel if the price of food beverage is appropriate to the need and intention?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
- b. How do you feel if the price of food beverage is **NOT** appropriate to the need and intention?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
-
2. a. How do you feel if the room rate is appropriate to the need and intention?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral

b. How do you feel if the room rate is **NOT** appropriate to the need and intention?

- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |
-

3. a. How do you feel if the hotel you stay has high reputation?

- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |

b. How do you feel if the hotel you stay **DOESN'T** have high reputation?

- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |
-

4. a. How do you feel if hotel building seems comfortable?

- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |

b. How do you feel if hotel building seems **UN**comfortable?

- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |
-

5. a. How do you think about privacy existency?

- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |

b. How do you think about privacy **IN**existency?

- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |
-

6. a. How do you think about easy access to prayer place?

- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |

b. How do you think about **NOT** easy access to prayer place?

- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |
-

7. a. How do you think about personalized hotel service?

- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |

b. How do you think about **NOT** personalized hotel service?

- | | |
|--|--|
| <input type="checkbox"/> I like it that way | <input type="checkbox"/> I can live with it that way |
| <input type="checkbox"/> It must be that way | <input type="checkbox"/> I dislike it that way |
| <input type="checkbox"/> I'm neutral | |
-

SECURITY

1. a. How do you feel if security staffs are responsible to hotel security?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
- b. How do you feel if security staffs are **NOT** responsible to hotel security?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
-

2. a. How do you think about loud and sensitive fire alarm?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
- b. How do you think about **NOT** loud and **NOT** sensitive fire alarm?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
-

3. a. What is your opinion about safe box availability?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
- b. What is your opinion about safe box **IN**availability?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
-

4. a. What is your opinion about ease of emergency call access availability?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
- b. What is your opinion about ease of emergency call access **IN**availability?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
-

IDD FACILITIES

1. a. How do you feel about IDD (International Direct Dial) service availability?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
- b. How do you feel about IDD (International Direct Dial) service **IN**availability?
() I like it that way () I can live with it that way
() It must be that way () I dislike it that way
() I'm neutral
-

II. How important this attribute for you?

Very un Not Neutral Importa Very
 importa importa
 ←—————→

Kategori	Atribut Pelayanan	1	2	3	4	5
Staff Service Quality	Polite and friendly staff Helpful staff Understand staff Efficient service Efficient and fast check-in / check-out process Multilingual skilled staff Neat staff Fast phone operator Fast room service staff Flexible service					
Room Quality	Comfortabel pillow / bed Good in-room temperature control Clean and tidy room Quiet room Sophisticated door lock Refrigerator availability Room details and decoration In-room plant availability Periodic re-layout Periodic furniture change					
General Amenities	Efficient laundry service Efficient room service Food and beverages great variety Reliable wake-up call Information desk availability High quality food and beverage					

	Mini-bar availability Bible availability Customized room fragrance					
Business Service	Business-related meeting room availability Hot spot availability Secretarial service availability Multi-charger availability					
Value	Reasonable price for food and beverage Reasonable price for room Hotel good reputation Comfortable hotel Personal privacy Easy access to prayer place Personalized service					
Keamanan	Responsible security staff Loud and sensitive fire alarm Safe box availability Emergency call access					
Fasilitas IDD	IDD facility availability					

☺ THANK YOU FOR YOUR COOPERATION ☺

RESPONDENTS' CHARACTERISTIC OF KANO'S QUESTIONNAIRE

DOMESTIC

Sex

Sex	Number of Respondents	%
Male	101	54.3
Female	85	45.7
Total	186	100

Age

Age	Number of Respondents	%
<15	0	0
15-24	14	7.5
25-34	37	19.9
35-44	59	31.7
45-54	52	28.0
>54	24	12.9
Total	186	100

Visiting Objective

Visiting Objective	Number of Respondents	%
Business	72	38.7
Work duty	89	47.8
Recreation / tourism / have fun	8	4.3
Special event (wedding, party, etc)	13	7.0
Show	4	2.2
Other	0	0
Total	186	100

FOREIGN

Sex

Sex	Number of Respondents	%
Male	55	55.6
Female	44	44.4
Total	99	100

Age

Age	Number of Respondents	%
<15	0	0
15-24	4	4
25-34	3	3
35-44	3	3
45-54	47	47.5
>54	42	42.4
Total	99	100

Visiting Objective

Visiting Objective	Number of Respondents	%
Business	2	2
Work duty	0	0
Recreation / tourism / have fun	95	97
Special event (wedding, party, etc)	1	1
Show	0	0
Other	0	0
Total	99	100

KANO's RESULT

DOMESTIC

CATEGORY	NO	SERVICE ATTRIBUTE	A	O
Staff Service Quality	1	Polite and friendly staff		101
	2	Helpful staff		142
	3	Understand staff	11	71
	4	Efficient service	13	83
	5	Efficient and fast check-in / check-out process	13	62
	6	Multilingual skilled staff	19	68
	7	Neat staff		99
	8	Fast phone operator	12	110
	9	Fast room service staff	4	98
	10	Flexible service	4	159
Room Quality	1	Comfortable pillow / bed	1	92
	2	Good in-room temperature control		109
	3	Clean and tidy room		94
	4	Quiet room	1	93
	5	Sophisticated door lock	142	16
	6	Refrigerator availability	32	78
	7	Room details and decoration	71	30
	8	In-room plant availability	45	36
	9	Periodic re-layout	55	13
	10	Periodic furniture change	94	1
General Amenities	1	Efficient laundry service	2	119
	2	Efficient room service		75
	3	Food and beverages great variety	80	35
	4	Reliable wake-up call		49
	5	Information desk availability	87	16
	6	High quality food and beverages	43	101
	7	Mini-bar availability	60	81
	8	Bible availability	109	17
	9	Customized room fragrance	99	23
Business Service	1	Business-related meeting room availability	29	45
	2	Hot spot availability	51	74
	3	Secretarial service availability	36	48
	4	Multi charger availability	78	37
Value	1	Reasonable price for food and beverages	16	132
	2	Reasonable price for room	32	128
	3	Hotel good reputation	125	33
	4	Comfortable hotel	36	62
	5	Personal privacy	23	99
	6	Easy access to prayer place	31	103
	7	Personalized service	87	42
Security	1	Responsible security staff	14	61
	2	Sensitive and loud fire alarm		17
	3	Safe box availability	20	85
	4	Emergency call access	5	64
IDD Facilities	1	IDD facility availability	22	99

M	I	TOTAL	CLASSIFICATION	A+O	O+M	A+O+M+I	better worse	
							$\frac{A+O}{A+O+M+I}$	$\frac{O+M}{-(A+O+M+I)}$
78	7	186	O	101	179	186	0.5430	0.9624
33	11	186	O	142	175	186	0.7634	0.9409
99	5	186	M	82	170	186	0.4409	0.9140
86	4	186	M	96	169	186	0.5161	0.9086
99	12	186	M	75	161	186	0.4032	0.8656
84	15	186	M	87	152	186	0.4677	0.8172
75	12	186	O	99	174	186	0.5323	0.9355
53	11	186	O	122	163	186	0.6559	0.8763
81	3	186	O	102	179	186	0.5484	0.9624
22	1	186	O	163	181	186	0.8763	0.9731
90	3	186	O	93	182	186	0.5000	0.9785
60	17	186	O	109	169	186	0.5860	0.9086
92		186	O	94	186	186	0.5054	1.0000
89	3	186	O	94	182	186	0.5054	0.9785
	28	186	A	158	16	186	0.8495	0.0860
65	11	186	O	110	143	186	0.5914	0.7688
4	81	186	I	101	34	186	0.5430	0.1828
7	98	186	I	81	43	186	0.4355	0.2312
37	81	186	I	68	50	186	0.3656	0.2688
4	87	186	A	95	5	186	0.5108	0.0269
62	3	186	O	121	181	186	0.6505	0.9731
94	17	186	M	75	169	186	0.4032	0.9086
43	28	186	A	115	78	186	0.6183	0.4194
127	10	186	M	49	176	186	0.2634	0.9462
35	48	186	A	103	51	186	0.5538	0.2742
40	2	186	O	144	141	186	0.7742	0.7581
7	38	186	O	141	88	186	0.7581	0.4731
7	53	186	A	126	24	186	0.6774	0.1290
14	50	186	A	122	37	186	0.6559	0.1989
60	52	186	M	74	105	186	0.3978	0.5645
53	8	186	O	125	127	186	0.6720	0.6828
39	63	186	I	84	87	186	0.4516	0.4677
19	52	186	A	115	56	186	0.6183	0.3011
21	17	186	O	148	153	186	0.7957	0.8226
19	7	186	O	160	147	186	0.8602	0.7903
26	2	186	A	158	59	186	0.8495	0.3172
85	3	186	M	98	147	186	0.5269	0.7903
56	8	186	O	122	155	186	0.6559	0.8333
43	9	186	O	134	146	186	0.7204	0.7849
51	6	186	A	129	93	186	0.6935	0.5000
109	2	186	M	75	170	186	0.4032	0.9140
163	6	186	M	17	180	186	0.0914	0.9677
74	7	186	O	105	159	186	0.5645	0.8548
110	7	186	M	69	174	186	0.3710	0.9355
53	12	186	O	121	152	186	0.6505	0.8172

min 0.0914 0.0269
max 0.8763 1.0000

KANO's RESULT

FOREIGN

CATEGORY	NO	SERVICE ATTRIBUTE	A	O
Staff Service Quality	1	Polite and friendly staff		87
	2	Helpful staff		22
	3	Understand staff		19
	4	Efficient service	2	19
	5	Efficient and fast check-in / check-out process		26
	6	Multilingual skilled staff	1	14
	7	Neat staff	1	53
	8	Fast phone operator		47
	9	Fast room service staff		50
	10	Flexible service	4	48
Room Quality	1	Comfortable pillow / bed		55
	2	Good in-room temperature control		48
	3	Clean and tidy room		52
	4	Quiet room		22
	5	Sophisticated door lock	2	68
	6	Refrigerator availability		39
	7	Room details and decoration	58	17
	8	In-room plant availability	25	10
	9	Periodic re-layout	16	3
	10	Periodic furniture change		44
General Amenities	1	Efficient laundry service		41
	2	Efficient room service		43
	3	Food and beverages great variety	4	64
	4	Reliable wake-up call		41
	5	Information desk availability		17
	6	High quality food and beverages		55
	7	Mini-bar availability		54
	8	Bible availability		47
	9	Customized room fragrance	46	17
Business Service	1	Business-related meeting room availability		28
	2	Hot spot availability		58
	3	Secretarial service availability		42
	4	Multi charger availability	40	25
Value	1	Reasonable price for food and beverages		51
	2	Reasonable price for room		49
	3	Hotel good reputation		56
	4	Comfortable hotel		41
	5	Personal privacy		23
	6	Easy access to prayer place		53
	7	Personalized service	47	28
Security	1	Responsible security staff		47
	2	Sensitive and loud fire alarm		49
	3	Safe box availability		9
	4	Emergency call access		48
IDD Facilities	1	IDD facility availability		42

M	I	TOTAL	CLASSIFICATION	A+O	O+M	A+O+M+I	better worse	
							A+O	O+M
							$\frac{A+O}{A+O+M+I}$	$\frac{O+M}{-(A+O+M+I)}$
12		99	O	87	99	99	0.8788	1.0000
75	2	99	M	22	97	99	0.2222	0.9798
80		99	M	19	99	99	0.1919	1.0000
78		99	M	21	97	99	0.2121	0.9798
72	1	99	M	26	98	99	0.2626	0.9899
84		99	M	15	98	99	0.1515	0.9899
42	3	99	O	54	95	99	0.5455	0.9596
52		99	M	47	99	99	0.4747	1.0000
49		99	O	50	99	99	0.5051	1.0000
47		99	O	52	95	99	0.5253	0.9596
44		99	O	55	99	99	0.5556	1.0000
51		99	M	48	99	99	0.4848	1.0000
47		99	O	52	99	99	0.5253	1.0000
77		99	M	22	99	99	0.2222	1.0000
29		99	O	70	97	99	0.7071	0.9798
58	2	99	M	39	97	99	0.3939	0.9798
13	11	99	A	76	30	99	0.7676	0.3030
17	47	99	I	35	27	99	0.3535	0.2727
53	27	99	M	19	56	99	0.1919	0.5657
52	3	99	M	44	96	99	0.4444	0.9697
58		99	M	41	99	99	0.4141	1.0000
56		99	M	43	99	99	0.4343	1.0000
29	2	99	O	68	93	99	0.6869	0.9394
58		99	M	41	99	99	0.4141	1.0000
82		99	M	17	99	99	0.1717	1.0000
44		99	O	55	99	99	0.5556	1.0000
44	1	99	O	54	98	99	0.5455	0.9899
39	13	99	O	47	86	99	0.4747	0.8687
10	26	99	A	63	27	99	0.6364	0.2727
71		99	M	28	99	99	0.2828	1.0000
41		99	O	58	99	99	0.5859	1.0000
57		99	M	42	99	99	0.4242	1.0000
32	2	99	A	65	57	99	0.6566	0.5758
47	1	99	O	51	98	99	0.5152	0.9899
48	2	99	O	49	97	99	0.4949	0.9798
43		99	O	56	99	99	0.5657	1.0000
58		99	M	41	99	99	0.4141	1.0000
76		99	M	23	99	99	0.2323	1.0000
40	6	99	O	53	93	99	0.5354	0.9394
24		99	A	75	52	99	0.7576	0.5253
52		99	M	47	99	99	0.4747	1.0000
50		99	M	49	99	99	0.4949	1.0000
90		99	M	9	99	99	0.0909	1.0000
51		99	M	48	99	99	0.4848	1.0000
57		99	M	42	99	99	0.4242	1.0000

min 0.0909 0.2727
max 0.8788 1.0000

RESULT OF SELF STATED IMPORTANCE (DOMESTIC)

Resp	Attributes																																													Sum	YI		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45				
1	4	4	4	3	5	5	3	4	3	5	4	3	5	3	3	5	3	3	2	2	3	4	5	4	5	3	5	3	3	4	5	4	5	3	3	5	5	3	5	4	5	3	4	3	4	3	3	172	29584
2	5	3	5	5	5	3	5	5	5	3	3	5	5	3	3	5	3	3	1	5	5	3	5	5	4	5	4	5	4	2	2	4	4	2	2	2	5	5	5	5	2	5	5	2	5	5	3	176	30976
3	5	4	4	5	5	3	4	4	3	5	4	5	3	5	4	5	3	5	5	4	1	3	3	4	3	4	4	4	5	3	2	4	5	3	3	3	5	4	3	3	2	4	5	3	5	4	171	29241	
4	5	3	4	4	4	3	4	5	5	5	3	3	5	4	4	4	3	1	2	1	3	5	5	4	5	5	2	5	1	3	4	2	3	5	5	4	5	4	4	5	5	4	4	3	5	172	29584		
5	4	3	5	4	4	3	5	3	4	5	4	5	5	4	2	3	5	3	4	2	4	2	4	4	3	5	4	4	1	3	5	3	4	4	3	3	5	3	4	4	3	4	3	4	5	5	171	29241	
6	5	3	3	5	5	4	3	4	3	5	3	4	4	3	5	4	4	2	5	5	5	5	5	3	4	5	3	5	2	4	4	4	5	5	3	4	4	5	5	2	5	3	4	5	3	4	180	32400	
7	4	3	5	4	3	5	5	4	4	5	3	4	4	3	4	4	4	2	4	3	5	4	4	5	5	4	4	3	2	3	3	3	4	2	3	3	5	4	3	4	4	4	5	4	4	5	172	29584	
8	5	5	4	3	4	5	4	3	5	4	4	3	5	3	3	5	3	4	3	4	3	5	3	4	5	3	4	5	3	4	5	3	5	4	3	5	4	5	4	5	4	3	2	5	4	179	32041		
9	3	4	3	5	5	2	3	4	4	3	4	4	3	5	3	5	3	5	2	2	4	4	4	3	4	4	4	5	3	5	1	5	5	4	4	4	5	4	2	3	4	5	3	3	3	3	168	28224	
10	3	5	4	5	3	5	4	5	3	5	3	5	3	4	4	3	3	1	3	2	3	3	3	5	5	5	2	3	2	5	4	4	5	3	3	5	4	5	3	4	3	4	4	4	5	4	169	28561	
11	5	3	5	3	3	5	5	4	3	4	3	3	5	5	3	5	5	2	4	5	4	3	3	3	3	3	3	3	4	1	4	5	5	3	5	5	5	4	5	2	5	5	5	4	3	4	176	30976	
12	5	5	4	3	4	5	4	3	4	4	3	4	4	3	3	3	4	2	5	1	3	4	5	3	4	4	5	3	4	4	5	3	4	5	5	5	4	3	4	3	5	4	4	5	4	5	174	30276	
13	5	4	5	4	5	3	4	4	4	4	4	2	3	4	4	4	3	2	2	2	3	5	3	4	4	3	3	2	4	3	5	4	3	3	4	3	4	5	3	4	5	3	5	4	5	4	166	27556	
14	5	4	4	5	5	4	5	4	4	5	5	4	5	5	4	5	5	3	5	3	3	5	3	4	4	5	5	2	4	3	5	3	5	3	5	5	4	5	5	4	5	3	2	5	5	4	167	34969	
15	5	5	4	3	5	2	3	3	4	5	4	5	4	5	4	5	2	3	4	1	4	1	3	4	3	4	4	3	3	5	2	4	5	5	5	5	5	4	5	4	5	4	5	4	5	5	177	31329	
16	4	3	3	4	3	4	3	5	5	3	3	5	3	5	5	4	4	3	5	2	2	3	5	3	3	3	3	4	4	3	5	3	3	5	3	3	3	4	5	3	5	5	3	3	5	4	168	28224	
17	3	4	4	3	5	3	4	4	4	4	3	3	5	4	2	3	2	3	2	1	4	4	4	5	5	5	5	2	3	3	4	3	4	3	4	4	5	5	4	4	5	5	5	3	5	4	169	28561	
18	5	5	3	4	3	3	3	4	3	3	3	4	5	3	3	3	3	4	2	3	3	4	2	3	3	3	3	2	3	2	3	4	3	3	3	3	3	3	5	3	2	3	4	3	5	4	180	28500	
19	3	3	5	4	3	2	3	3	5	3	3	3	4	3	1	3	4	2	4	5	3	3	5	4	3	3	2	3	2	3	3	4	3	3	3	5	4	4	5	5	4	5	5	4	3	5	4	156	24356
20	5	5	4	3	4	3	4	4	4	4	4	5	3	3	3	4	3	4	3	4	3	4	5	4	3	5	5	4	2	3	4	4	4	5	4	3	5	5	2	4	3	4	4	4	5	4	172	29584	
21	4	3	5	4	3	5	3	5	3	5	4	3	4	5	2	5	2	4	3	2	4	3	2	3	3	4	4	4	2	2	4	3	5	3	5	4	5	5	2	2	4	5	3	5	3	166	27556		
22	5	3	3	4	4	2	3	5	3	3	5	4	4	4	4	3	5	3	4	3	4	3	4	5	5	5	3	5	3	5	4	5	5	3	4	5	4	1	4	5	5	4	4	3	173	29929			
23	4	4	3	5	5	3	5	4	4	3	3	5	5	4	4	3	5	2	1	4	3	3	5	5	4	3	3	5	3	3	5	3	3	4	5	4	5	5	3	5	3	4	5	5	4	176	30976		
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27	5	3	4	3	5	5	3	4	5	3	5	2	4	3	3	3	3	2	3	1	5	4	3	4	4	5	3	3	3	4	3	4	3	4	3	4	5	3	4	5	3	4	3	5	3	4	164	26396	
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Item No.1

No	Xi	Xi2	Yi	Yi2	XiYi
1	4	16	172	29584	688
2	5	25	176	30976	880
3	5	25	171	29241	855
4	5	25	172	29584	860
5	4	16	171	29241	684
6	5	25	180	32400	900
7	4	16	172	29584	688
8	5	25	179	32041	895
9	3	9	188	28224	504
10	2	4	189	28561	338
11	5	25	176	30976	880
12	5	25	174	30276	870
13	5	25	186	27556	830
14	5	25	187	34969	935
15	5	25	177	31329	885
16	4	16	188	28224	672
17	3	9	189	28561	507
18	5	25	150	22500	750
19	3	9	156	24336	468
20	5	25	172	29584	860
21	4	16	188	27556	664
22	5	25	173	29929	865
23	4	16	178	30976	704
24	4	16	187	27529	668
25	5	25	174	30276	870
26	3	9	183	26569	489
27	5	25	184	26696	820
28	5	25	183	26569	815
29	4	16	188	28224	672
30	5	25	173	29929	865
31	3	9	188	27536	498
32	4	16	177	31329	708
33	5	25	188	35344	840
34	3	9	174	30276	522
35	4	16	178	31684	712
36	4	16	171	29241	684
37	3	9	187	27689	501
38	5	25	172	29584	860
39	3	9	171	29241	513
40	4	16	177	31329	708
41	3	9	171	29241	513
42	4	16	174	30276	696
43	5	25	170	28900	850
44	5	25	202	40804	1010
45	3	9	177	31329	531
46	4	16	189	28561	676
47	5	25	182	28244	810
48	3	9	173	29929	519
49	4	16	181	32761	724

Item No.2

No	Xi	Xi2	Yi	Yi2	XiYi
1	4	16	172	29584	688
2	3	9	176	30976	528
3	4	16	171	29241	684
4	3	9	172	29584	516
5	3	9	171	29241	513
6	3	9	180	32400	540
7	3	9	172	29584	516
8	5	25	179	32041	895
9	4	16	188	28224	672
10	5	25	189	28561	845
11	3	9	178	30976	528
12	5	25	174	30276	870
13	4	16	186	27556	684
14	4	16	187	34969	748
15	5	25	177	31329	885
16	3	9	188	28224	504
17	4	16	189	28561	676
18	5	25	180	22500	750
19	3	9	186	24336	489
20	5	25	172	29884	860
21	3	9	186	27556	498
22	3	9	173	29929	519
23	4	16	178	30976	704
24	3	9	187	27889	501
25	4	16	174	30276	696
26	5	25	183	26569	815
27	3	9	184	26896	492
28	3	9	183	26569	489
29	3	9	188	28224	504
30	4	16	173	29929	692
31	3	9	188	27556	498
32	5	25	177	31329	865
33	4	16	188	35344	752
34	5	25	174	30276	870
35	4	16	178	31684	712
36	3	9	171	29241	513
37	3	9	187	27889	501
38	4	16	172	29584	688
39	5	25	171	29241	855
40	5	25	177	31329	885
41	4	16	171	29241	684
42	5	25	174	30276	870
43	4	16	170	28900	680
44	3	9	202	40804	606
45	4	16	177	31329	708
46	5	25	189	28561	845
47	4	16	182	26244	648
48	3	9	173	29929	519
49	4	16	181	32761	724

102	4	16	167	27889	668	102	5	25	167	27889	668
103	4	16	166	28224	672	103	4	16	166	28224	672
104	3	9	139	35721	567	104	5	25	139	35721	565
105	5	25	174	30276	870	105	3	9	174	30276	822
106	4	16	179	32041	716	106	4	16	179	32041	716
107	5	25	131	32751	905	107	3	9	131	32751	643
108	3	9	170	28900	510	108	4	16	170	28900	680
109	4	16	176	30976	704	109	5	25	176	30976	860
110	5	25	176	31684	890	110	3	9	176	31684	634
111	5	25	176	31684	890	111	4	16	176	31684	712
112	4	16	176	30976	704	112	5	25	176	30976	860
113	5	25	172	28534	880	113	3	9	172	28534	516
114	5	25	135	34225	925	114	4	16	135	34225	740
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116	5	25	131	32751	905	116	5	25	131	32751	905
117	4	16	134	28896	656	117	3	9	134	28896	492
118	5	25	179	32041	895	118	4	16	179	32041	716
119	5	25	174	30276	870	119	3	9	174	30276	622
120	4	16	172	28534	688	120	4	16	172	28534	688
121	5	25	173	28929	865	121	5	25	173	28929	865
122	5	25	172	28534	860	122	5	25	172	28534	860
123	4	16	179	32041	716	123	5	25	179	32041	895
124	4	16	135	27225	660	124	3	9	135	27225	495
125	5	25	166	28224	840	125	4	16	166	28224	672
126	4	16	130	32400	720	126	5	25	130	32400	900
127	3	9	174	30276	522	127	3	9	174	30276	622
128	3	9	170	28900	510	128	5	25	170	28900	850
129	4	16	176	30976	704	129	4	16	176	30976	704
130	5	25	166	28224	840	130	5	25	166	28224	840
131	3	9	159	25231	477	131	4	16	159	25231	636
132	5	25	176	31684	890	132	5	25	176	31684	890
133	3	9	135	27225	495	133	3	9	135	27225	495
134	3	9	177	31329	531	134	4	16	177	31329	708
135	4	16	137	27889	668	135	4	16	137	27889	668
136	5	25	166	28224	840	136	5	25	166	28224	840
137	5	25	135	34225	925	137	3	9	135	34225	555
138	3	9	176	31684	534	138	4	16	176	31684	712
139	4	16	152	26244	648	139	3	9	152	26244	486
140	4	16	177	31329	708	140	4	16	177	31329	708
141	5	25	170	28900	550	141	3	9	170	28900	510
142	4	16	132	26244	648	142	3	9	132	26244	486
143	3	9	174	30276	522	143	5	25	174	30276	870
144	4	16	177	31329	708	144	5	25	177	31329	865
145	5	25	132	33124	910	145	5	25	132	33124	910
146	5	25	171	26241	855	146	4	16	171	26241	684
147	4	16	176	31684	712	147	4	16	176	31684	712
148	3	9	131	32751	543	148	4	16	131	32751	724
149	4	16	167	27889	668	149	3	9	167	27889	501
150	4	16	171	26241	684	150	5	25	171	26241	655
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153	4	16	170	28900	550	153	3	9	170	28900	510

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185	4	16
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174	30276	522
179	32041	895
178	31684	712
170	28900	510
166	27556	664
170	28900	850
165	27225	495
174	30276	696
176	30676	680
182	33124	910
178	31684	534
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176	30676	880
170	28900	850
175	30625	700
173	29929	519
182	33124	910
174	30276	696
174	30276	870
172	29584	516
165	27225	660
171	29241	665
176	30676	880
182	33124	726
173	29929	519
183	33489	915
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175	30625	700
167	27369	666
176	30676	880
186	34596	744
177	31329	531

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181	5	25
182	3	9
183	5	25
184	4	16
185	5	25
186	4	16

174	30276	696
179	32041	895
178	31684	712
170	28900	510
166	27556	664
170	28900	850
165	27225	495
174	30276	696
176	30676	680
182	33124	910
178	31684	830
175	30625	700
170	28900	510
176	30676	704
170	28900	510
175	30625	700
173	29929	519
182	33124	910
174	30276	696
174	30276	522
172	29584	668
165	27225	625
171	29241	513
176	30676	704
182	33124	646
173	29929	665
183	33489	732
182	36864	660
175	30625	525
167	27869	635
176	30676	704
186	34596	630
177	31329	708

sum 788 3464
Rxy = 0.210924149

sum 32345 5634439 137255
Varian = 0.621498128

sum 747 3121 32345
Rxy = 0.145131835

sum 5634439 130069
Varian = 0.650277436

DOMESTIC

Reliability test

Total Varians

Varians=

52.2207481

Item no Varians

No

Yi

Yi²

Calculate Alpha

Item no	Varians	No	Yi	Yi ²	Alpha Cronbach	r table	Remarks
1	0.62145913	1	172	29584	0.304430554	0.1439	Reliable
2	0.65027749	2	176	30976			
3	0.56309978	3	171	29241			
4	0.6401029	4	172	29584			
5	0.66368944	5	171	29241			
6	0.98106718	6	180	32400			
7	0.65640536	7	172	29584			
8	0.62989941	8	179	32041			
9	0.55893745	9	168	28224			
10	0.56700197	10	169	28561			
11	0.6173257	11	176	30976			
12	0.80463059	12	174	30276			
13	0.62666204	13	166	27556			
14	0.64400509	14	187	34969			
15	1.42282345	15	177	31329			
16	0.86082206	16	168	28224			
17	1.4271303	17	169	28561			
18	1.29275061	18	150	22500			
19	1.18825876	19	156	24336			
20	1.58191698	20	172	29584			
21	0.65128917	21	166	27556			
22	0.6862354	22	173	29929			
23	0.91952827	23	176	30976			
24	0.64504567	24	167	27889			
25	0.65675223	25	174	30276			
26	0.7095618	26	163	26569			
27	1.02303736	27	164	26896			
28	1.43996416	28	163	26569			
29	1.53312522	29	168	28224			
30	0.76855706	30	173	29929			
31	0.70089028	31	166	27556			
32	0.69776853	32	177	31329			
33	0.76852815	33	188	35344			
34	0.71271245	34	174	30276			
35	0.71746288	35	178	31684			
36	0.56260839	36	171	29241			
37	0.45765406	37	167	27889			
38	0.56214591	38	172	29584			
39	1.46363741	39	171	29241			
40	0.66611747	40	177	31329			
41	0.69976298	41	171	29241			
42	0.76679385	42	174	30276			
43	0.69811639	43	170	28900			
44	0.56087409	44	202	40804			
45	0.61001272	45	177	31329			
		46	169	28561			
sum	36.6764368	47	162	26244			
		48	173	29929			
		49	181	32761			
		50	154	23716			
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		52	175	30625			
		53	177	31329			

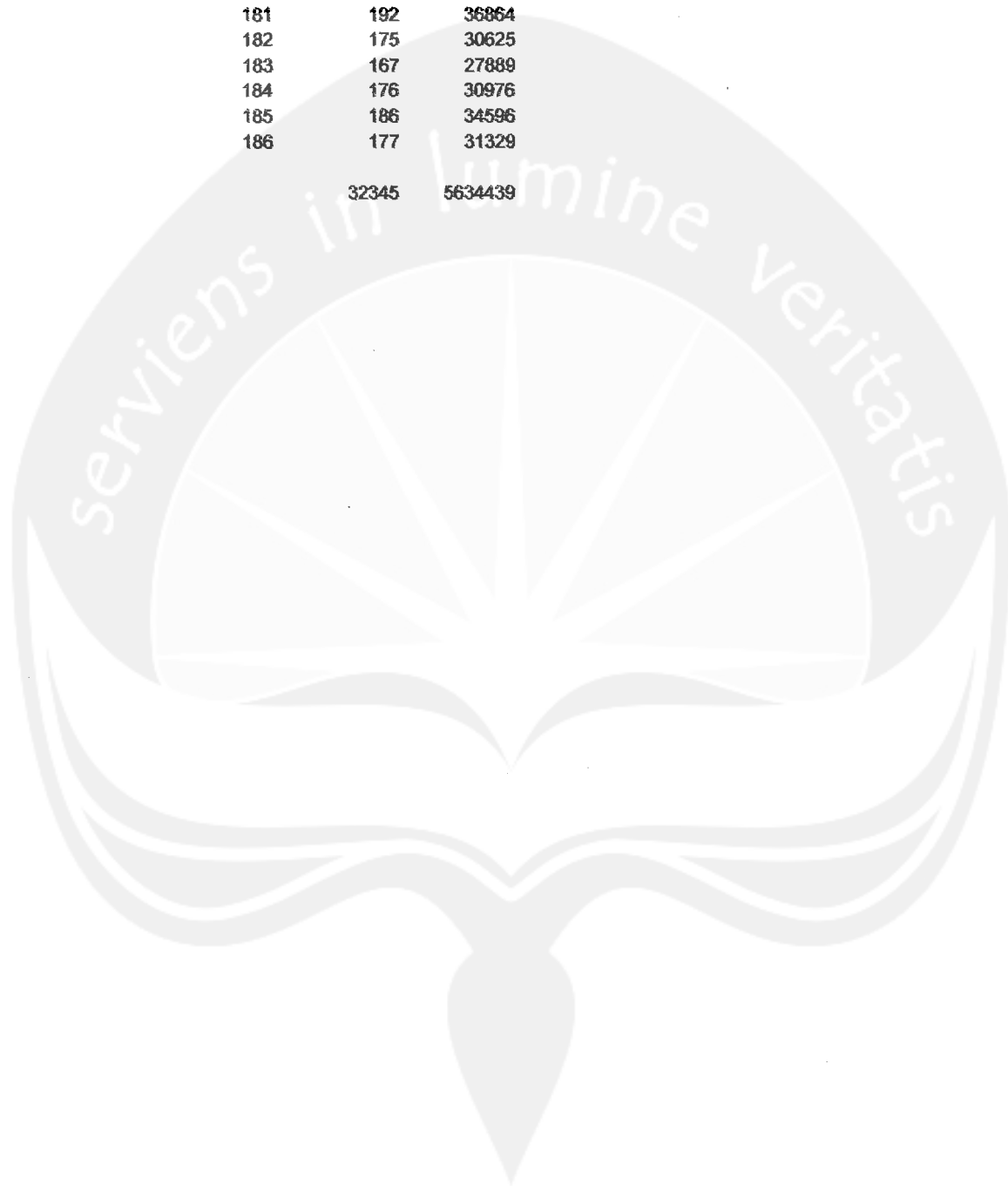
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61	171	29241
62	189	35721
63	178	31684
64	172	29584
65	180	32400
66	184	33856
67	165	27225
68	168	28224
69	182	33124
70	162	26244
71	191	36481
72	187	34969
73	166	27556
74	173	29929
75	186	34596
76	172	29584
77	181	32761
78	180	32400
79	181	32761
80	164	26896
81	173	29929
82	171	29241
83	173	29929
84	171	29241
85	171	29241
86	167	27889
87	181	32761
88	175	30625
89	171	29241
90	173	29929
91	171	29241
92	178	31684
93	181	32761
94	163	26569
95	187	34969
96	174	30276
97	175	30625
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109	176	30976
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113	172	29584
114	185	34225
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116	181	32761
117	164	26896
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119	174	30276
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151	170	28900
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153	170	28900
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155	179	32041
156	178	31684
157	170	28900
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163	182	33124
164	178	31684
165	175	30625
166	170	28900
167	176	30976
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174	172	29584
175	165	27225
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177	176	30976
178	182	33124
179	173	29929
180	183	33489
181	192	36864
182	175	30625
183	167	27889
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185	186	34596
186	177	31329

32345

5634439



RESULT OF SELF STATED IMPORTANCE (FOREIGN)

lesq	Attributes																																													sum	Yi	Yi^2	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45				
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66	3	4	3	4	3	3	4	5	5	4	3	3	4	2	4	5	5	3	2	3	3	2	3	3	5	4	5	3	5	4	4	5	5	5	4	4	5	3	5	5	4	5	3	3	177	31329			
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91	3	4	4	3	4	3	4	3	4	4	5	5	3	3	3	1	2																																

Item No.1

No	Xi	Xi2	Yi	Yi2	XiYi
1	5	25	173	29929	865
2	3	9	165	27225	495
3	3	9	164	26896	492
4	4	16	166	27556	664
5	5	25	173	29929	865
6	3	9	155	24025	465
7	4	16	161	25921	644
8	4	16	165	27225	660
9	5	25	170	28900	850
10	3	9	167	27889	501
11	5	25	176	30976	880
12	5	25	207	42849	1035
13	4	16	177	31329	708
14	3	9	166	27556	498
15	5	25	162	26244	810
16	4	16	168	28224	672
17	5	25	202	40804	1010
18	4	16	173	29929	692
19	5	25	185	34225	925
20	5	25	177	31329	885
21	3	9	171	29241	513
22	4	16	160	25600	640
23	5	25	171	29241	855
24	5	25	170	28900	850
25	5	25	179	32041	895
26	4	16	167	27889	668
27	5	25	185	34225	925
28	3	9	174	30276	522
29	3	9	185	34225	555
30	4	16	174	30276	696
31	3	9	146	21316	438
32	5	25	160	25600	800
33	3	9	177	31329	531
34	4	16	173	29929	692
35	4	16	200	40000	800
36	5	25	178	31684	890
37	4	16	151	22801	604
38	5	25	178	31684	890
39	3	9	157	24649	471

Item No.2

No	Xi	Xi2	Yi	Yi2	XiYi
1	5	25	173	29929	865
2	3	9	165	27225	495
3	4	16	164	26896	656
4	5	25	166	27556	830
5	3	9	173	29929	519
6	5	25	155	24025	775
7	3	9	161	25921	483
8	3	9	165	27225	495
9	4	16	170	28900	680
10	3	9	167	27889	501
11	4	16	176	30976	704
12	5	25	207	42849	1035
13	3	9	177	31329	531
14	3	9	166	27556	498
15	3	9	162	26244	486
16	4	16	168	28224	672
17	3	9	202	40804	606
18	5	25	173	29929	865
19	5	25	185	34225	925
20	3	9	177	31329	531
21	4	16	171	29241	684
22	5	25	160	25600	800
23	3	9	171	29241	513
24	4	16	170	28900	680
25	5	25	179	32041	895
26	3	9	167	27889	501
27	4	16	185	34225	740
28	5	25	174	30276	870
29	3	9	185	34225	555
30	3	9	174	30276	522
31	3	9	146	21316	438
32	3	9	160	25600	480
33	4	16	177	31329	708
34	4	16	173	29929	692
35	5	25	200	40000	1000
36	5	25	178	31684	890
37	5	25	151	22801	755
38	4	16	178	31684	712
39	3	9	157	24649	471

40	5	25	182	33124	910	40	5	25	182	33124	910
41	4	16	176	30976	704	41	4	16	176	30976	704
42	5	25	174	30276	870	42	5	25	174	30276	870
43	3	9	173	29929	519	43	3	9	173	29929	519
44	5	25	170	28900	850	44	4	16	170	28900	680
45	4	16	170	28900	680	45	3	9	170	28900	510
46	4	16	178	31684	712	46	5	25	178	31684	890
47	4	16	176	30976	704	47	4	16	176	30976	704
48	5	25	170	28900	850	48	5	25	170	28900	850
49	3	9	188	35344	564	49	4	16	188	35344	752
50	3	9	175	30625	525	50	5	25	175	30625	875
51	4	16	173	29929	692	51	3	9	173	29929	519
52	3	9	188	35344	564	52	4	16	188	35344	752
53	3	9	174	30276	522	53	4	16	174	30276	696
54	5	25	168	28224	840	54	5	25	168	28224	840
55	4	16	178	31684	712	55	3	9	178	31684	534
56	5	25	175	30625	875	56	4	16	175	30625	700
57	4	16	178	31684	712	57	3	9	178	31684	534
58	5	25	173	29929	865	58	4	16	173	29929	692
59	5	25	188	35344	940	59	3	9	188	35344	564
60	4	16	176	30976	704	60	3	9	176	30976	528
61	3	9	182	33124	546	61	5	25	182	33124	910
62	3	9	183	33489	549	62	5	25	183	33489	915
63	4	16	189	35721	756	63	5	25	189	35721	945
64	5	25	172	29584	860	64	4	16	172	29584	688
65	4	16	173	29929	692	65	4	16	173	29929	692
66	3	9	177	31329	531	66	4	16	177	31329	708
67	5	25	157	24649	785	67	3	9	157	24649	471
68	4	16	179	32041	716	68	5	25	179	32041	895
69	5	25	155	24025	775	69	4	16	155	24025	620
70	5	25	184	33856	920	70	5	25	184	33856	920
71	4	16	172	29584	688	71	3	9	172	29584	516
72	4	16	174	30276	696	72	3	9	174	30276	522
73	5	25	199	39601	995	73	5	25	199	39601	995
74	3	9	182	33124	546	74	4	16	182	33124	728
75	4	16	169	28561	676	75	5	25	169	28561	845
76	3	9	162	26244	486	76	3	9	162	26244	486
77	5	25	188	35344	940	77	5	25	188	35344	940
78	4	16	177	31329	708	78	4	16	177	31329	708
79	3	9	172	29584	516	79	5	25	172	29584	860
80	4	16	164	26896	656	80	4	16	164	26896	656
81	5	25	172	29584	860	81	5	25	172	29584	860

82	5	25	168	28224	840	82	4	16	168	28224	672
83	3	9	157	24649	471	83	3	9	157	24649	471
84	4	16	167	27889	668	84	4	16	167	27889	668
85	5	25	183	33489	915	85	5	25	183	33489	915
86	3	9	179	32041	537	86	3	9	179	32041	537
87	5	25	178	31684	890	87	4	16	178	31684	712
88	4	16	170	28900	680	88	5	25	170	28900	850
89	3	9	177	31329	531	89	5	25	177	31329	885
90	4	16	175	30625	700	90	4	16	175	30625	700
91	3	9	167	27889	501	91	4	16	167	27889	668
92	5	25	175	30625	875	92	4	16	175	30625	700
93	5	25	177	31329	885	93	5	25	177	31329	885
94	3	9	174	30276	522	94	3	9	174	30276	522
95	4	16	177	31329	708	95	5	25	177	31329	885
96	3	9	163	26569	489	96	5	25	163	26569	815
97	5	25	179	32041	895	97	4	16	179	32041	716
98	5	25	186	34596	930	98	5	25	186	34596	930
99	4	16	178	31684	712	99	4	16	178	31684	712
sum	406	1730	17223	3006557	70811	sum	400	1682	17223	3006557	69804

Rxy = 0.21939839

Varians = 0.65646363

Rxy = 0.26274022

Varians = 0.66503418

FOREIGN

Reliability test

Total Varians

Varians=

103.8072

Item no Varians

No

Yi

Yi²

Calculate Alpha

Alpha Cronbach

r table

Remarks

0.645374851

0.196

Reliable

1	0.656464	1	173	29929
2	0.665034	2	165	27225
3	0.660749	3	164	26896
4	0.639935	4	166	27556
5	0.685236	5	173	29929
6	1.111927	6	155	24025
7	0.712172	7	161	25921
8	0.696868	8	165	27225
9	0.636262	9	170	28900
10	0.574839	10	167	27889
11	0.646669	11	176	30976
12	0.844812	12	207	42849
13	0.660749	13	177	31329
14	0.607897	14	166	27556
15	1.400877	15	162	26244
16	1.230691	16	168	28224
17	1.430874	17	202	40804
18	1.387409	18	173	29929
19	1.346393	19	185	34225
20	1.706152	20	177	31329
21	0.642996	21	171	29241
22	0.71707	22	160	25600
23	0.910927	23	171	29241
24	0.660137	24	170	28900
25	0.651566	25	179	32041
26	0.696868	26	167	27889
27	1.030507	27	185	34225
28	1.408224	28	174	30276
29	1.629222	29	185	34225
30	0.767269	30	174	30276
31	0.737272	31	146	21316
32	0.676666	32	160	25600
33	0.761147	33	177	31329
34	0.743802	34	173	29929
35	0.706663	35	200	40000
36	0.617284	36	178	31684
37	0.505051	37	151	22801
38	0.547291	38	178	31684
39	1.609019	39	157	24649
40	0.585859	40	182	33124
41	0.700541	41	176	30976
42	0.777676	42	174	30276
43	0.688705	43	173	29929
44	0.571166	44	170	28900
45	0.656464	45	170	28900
		46	178	31684
sum	38.3014	47	176	30976
		48	170	28900
		49	188	35344
		50	175	30625

51	173	29929
52	188	35344
53	174	30276
54	168	28224
55	178	31684
56	175	30625
57	178	31684
58	173	29929
59	188	35344
60	176	30976
61	182	33124
62	183	33489
63	189	35721
64	172	29584
65	173	29929
66	177	31329
67	157	24649
68	179	32041
69	155	24025
70	184	33856
71	172	29584
72	174	30276
73	199	39601
74	182	33124
75	169	28561
76	162	26244
77	188	35344
78	177	31329
79	172	29584
80	164	26896
81	172	29584
82	168	28224
83	157	24649
84	167	27889
85	183	33489
86	179	32041
87	178	31684
88	170	28900
89	177	31329
90	175	30625
91	167	27889
92	175	30625
93	177	31329
94	174	30276
95	177	31329
96	163	26569
97	179	32041
98	186	34596
99	178	31684

17223 3006557

DOMESTIC**Validity test**

Item num	robervation	rtable	Remark
1	0.21092415	0.1439	Valid
2	0.14513183	0.1439	Valid
3	0.16519446	0.1439	Valid
4	0.14966041	0.1439	Valid
5	0.21028488	0.1439	Valid
6	0.16753066	0.1439	Valid
7	0.1579408	0.1439	Valid
8	0.1856678	0.1439	Valid
9	0.155429	0.1439	Valid
10	0.14653758	0.1439	Valid
11	0.18182184	0.1439	Valid
12	0.22938431	0.1439	Valid
13	0.16175164	0.1439	Valid
14	0.19883541	0.1439	Valid
15	0.19405755	0.1439	Valid
16	0.20319871	0.1439	Valid
17	0.19684157	0.1439	Valid
18	0.20337528	0.1439	Valid
19	0.20324533	0.1439	Valid
20	0.17930227	0.1439	Valid
21	0.17080718	0.1439	Valid
22	0.17463388	0.1439	Valid
23	0.18257721	0.1439	Valid
24	0.18360451	0.1439	Valid
25	0.15088047	0.1439	Valid
26	0.14555136	0.1439	Valid
27	0.18460649	0.1439	Valid
28	0.19416243	0.1439	Valid
29	0.20673623	0.1439	Valid
30	0.17965325	0.1439	Valid
31	0.19342427	0.1439	Valid
32	0.17414712	0.1439	Valid
33	0.18452504	0.1439	Valid
34	0.16560744	0.1439	Valid
35	0.16360495	0.1439	Valid
36	0.17470018	0.1439	Valid
37	0.19560898	0.1439	Valid
38	0.18909096	0.1439	Valid
39	0.15489786	0.1439	Valid
40	0.17631041	0.1439	Valid
41	0.20486947	0.1439	Valid
42	0.15347113	0.1439	Valid
43	0.17189213	0.1439	Valid
44	0.16542042	0.1439	Valid
45	0.19716113	0.1439	Valid

FOREIGN

Validity test

Item num	observation	rtable	Remark
1	0.219398	0.196	Valid
2	0.26274	0.196	Valid
3	0.253058	0.196	Valid
4	0.239489	0.196	Valid
5	0.23699	0.196	Valid
6	0.262767	0.196	Valid
7	0.212779	0.196	Valid
8	0.223632	0.196	Valid
9	0.247712	0.196	Valid
10	0.305862	0.196	Valid
11	0.25591	0.196	Valid
12	0.254752	0.196	Valid
13	0.264034	0.196	Valid
14	0.253965	0.196	Valid
15	0.200828	0.196	Valid
16	0.225015	0.196	Valid
17	0.201976	0.196	Valid
18	0.196469	0.196	Valid
19	0.211091	0.196	Valid
20	0.244329	0.196	Valid
21	0.258775	0.196	Valid
22	0.31224	0.196	Valid
23	0.282822	0.196	Valid
24	0.250439	0.196	Valid
25	0.275379	0.196	Valid
26	0.235976	0.196	Valid
27	0.235928	0.196	Valid
28	0.257721	0.196	Valid
29	0.225977	0.196	Valid
30	0.273969	0.196	Valid
31	0.25552	0.196	Valid
32	0.28286	0.196	Valid
33	0.221866	0.196	Valid
34	0.287593	0.196	Valid
35	0.239338	0.196	Valid
36	0.315043	0.196	Valid
37	0.284586	0.196	Valid
38	0.225505	0.196	Valid
39	0.215667	0.196	Valid
40	0.255165	0.196	Valid
41	0.282198	0.196	Valid
42	0.271278	0.196	Valid
43	0.240447	0.196	Valid
44	0.255325	0.196	Valid
45	0.329116	0.196	Valid

Domestic

	%	Value
Confidence level	95	2
Precisement level	10	0.10
K/S		20

Subgroup Mean Value Calculation

Data																															Mean	Remark	
Subgroup	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30			31
1	172	176	171	172	171	180	172	179	168	169	176	174	166	187	177	168	169	150	156	172	166	173	176	167	174	163	164	163	168	173	166	153.9032258	uniform
2	177	188	174	178	171	167	172	171	177	171	174	170	202	177	169	162	173	181	154	175	175	177	176	173	182	169	175	184	179	171	189	157.8709677	uniform
3	178	172	180	184	165	168	182	162	191	167	166	173	186	172	181	180	181	164	173	171	173	171	171	167	181	175	171	173	171	178	181	158	uniform
4	163	187	174	175	182	176	177	183	167	168	189	174	179	181	170	176	178	178	176	172	185	158	181	164	179	174	172	173	172	179	165	158.4193548	uniform
5	168	180	174	170	176	168	159	178	165	177	167	168	185	178	162	177	170	162	174	177	182	171	178	181	167	171	170	178	170	174	179	155.9032258	uniform
6	178	170	166	170	165	174	176	182	178	175	170	176	170	175	173	182	174	174	172	165	171	176	182	173	183	192	175	167	176	186	177	157.5483871	uniform
Jumlah Rata - Rata Subgroup																															941.6451613		
Total Xi																															32345		
(Total Xi) ²																															1046189025		

Subgroup Mean Value 157
 STD 7.2

DATA UNIFORMITY TEST

Average STD 1
 _CL 153.04
 JCL 160.85
 Remark: Data Uniform

Level 2 Pairwise Matrix Calculation

LEVEL 2

Room Quality a
 General Amenities b
 Business Service c
 Value d

	a	b	c	d	
a	1/1	2/1	4/1	1/2	
b	1/2	1/1	2/1	1/4	
c	1/4	1/2	1/1	1/6	
d	2/1	4/1	6/1	1/1	Source: brainstorming

Eigen vector calculation

	a	b	c	d	geo mean	eig vec	priority
a	1.0000	2.0000	4.0000	0.5000	1.4142	0.2755	2
b	0.5000	1.0000	2.0000	0.2500	0.7071	0.1377	3
c	0.2500	0.5000	1.0000	0.1667	0.3799	0.0740	4
d	2.0000	4.0000	6.0000	1.0000	2.6321	0.5128	1
					5.1334	1.0000	

Eigen value calculation

	a	b	c	d
a	0.2755	0.1377	0.0740	0.5128
b	1.0000	2.0000	4.0000	0.5000
c	0.5000	1.0000	2.0000	0.2500
d	0.2500	0.5000	1.0000	0.1667
d	2.0000	4.0000	6.0000	1.0000

	a	b	c	d	sum	eig value
a	0.2755	0.2755	0.2960	0.2564	1.1034	4.0052
b	0.1377	0.1377	0.1480	0.1282	0.5517	4.0052
c	0.0689	0.0689	0.0740	0.0855	0.2972	4.0159
d	0.5510	0.5510	0.4441	0.5128	2.0588	4.0152
						16.0414

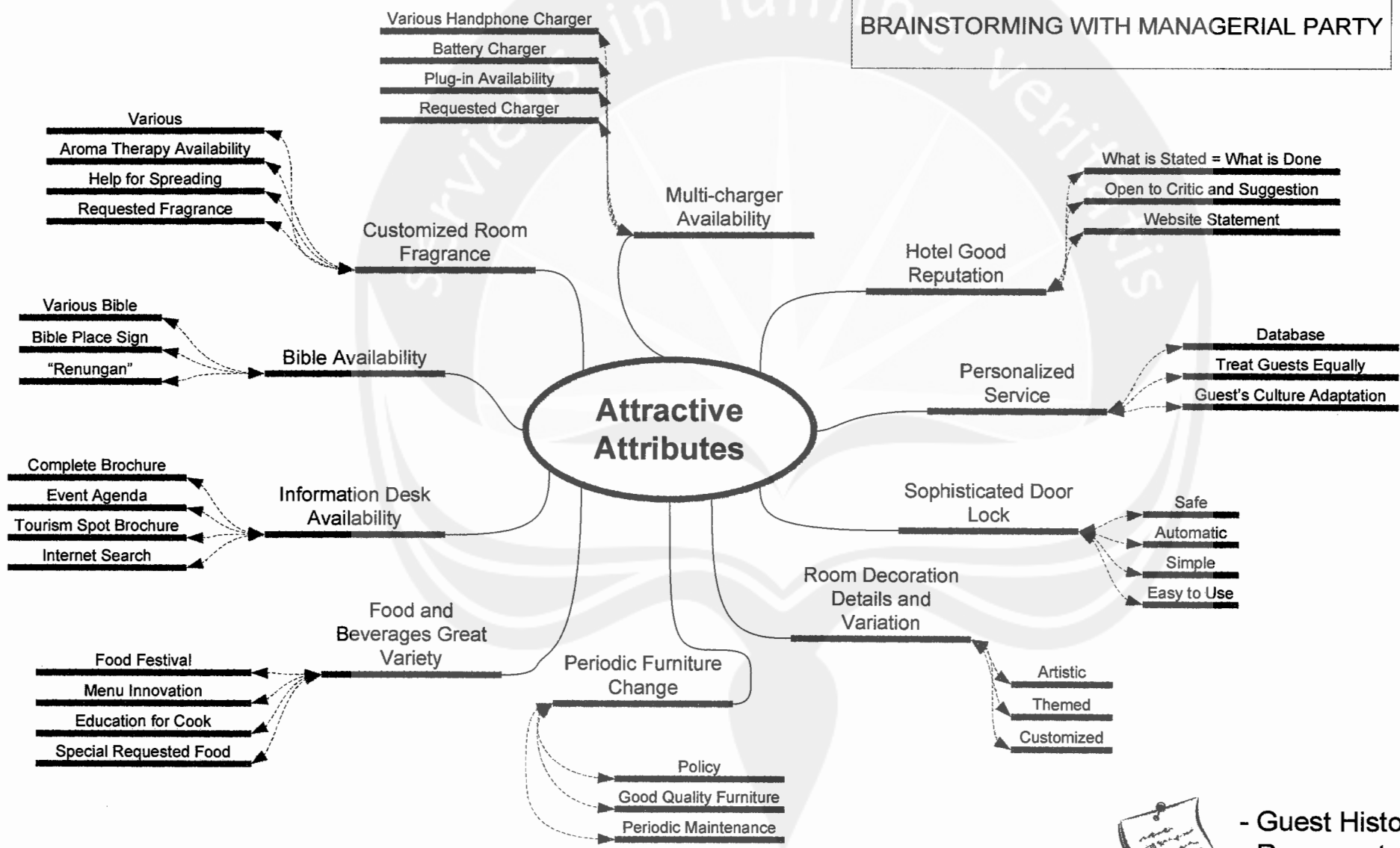
Lambda max = 4.0104

Data consistency

CI = 0.0035
 CR = 0.0038

Data consistent

BRAINSTORMING WITH MANAGERIAL PARTY



- Guest History
- Representative Brochure
- Updated Website

Prioritize Attractive Attributes

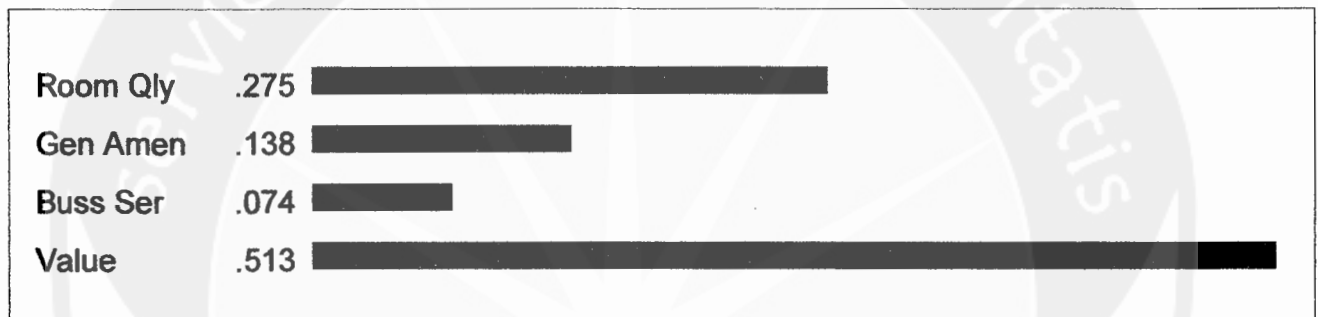
Node: 0

Compare the relative IMPORTANCE with respect to: GOAL

	Gen Amen	Buss Ser	Value
Room Qly	2.0	4.0	(2.0)
Gen Amen		2.0	(4.0)
Buss Ser			(6.0)

Row element is __ times more than column element unless enclosed in ()

Abbreviation	Definition
Goal	Prioritize Attractive Attributes
Room Qly	Room Quality
Gen Amen	General Amenities
Buss Ser	Bussiness Service
Value	Value



Inconsistency Ratio =0.0

For Student Use Only

OUTPUT.TXT

Prioritize Attractive Attributes

Synthesis of Leaf Nodes with respect to GOAL
Distributive Mode

OVERALL INCONSISTENCY INDEX = 0.02




LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5
Value	=.513			
	Per serv=.342	History =.218		
		Website =.088		
		Brochure=.036		
	Reputati=.171	Website =.109		
		Brochure=.044		
		History =.018		
Room Qty=.275				
	Decor =.172	History =.110		
		Website =.044		
		Brochure=.018		
	Door loc=.066	Brochure=.042		
		Website =.017		
		History =.007		
	Furnitur=.038	Brochure=.024		
		Website =.010		
		History =.004		
Gen Amen=.138				
	Inf desk=.069	Brochure=.044		
		Website =.018		
		History =.007		
	Food var=.044	Website =.028		
		History =.011		
		Brochure=.005		
	Fragranc=.015	History =.009		
		Brochure=.004		
		Website =.002		
	Bible av=.010	History =.007		
		Brochure=.003		
		Website =.001		
Buss Ser=.074				
	Mul char=.074	History =.047		
		Brochure=.019		
		Website =.008		

Prioritize Attractive Attributes

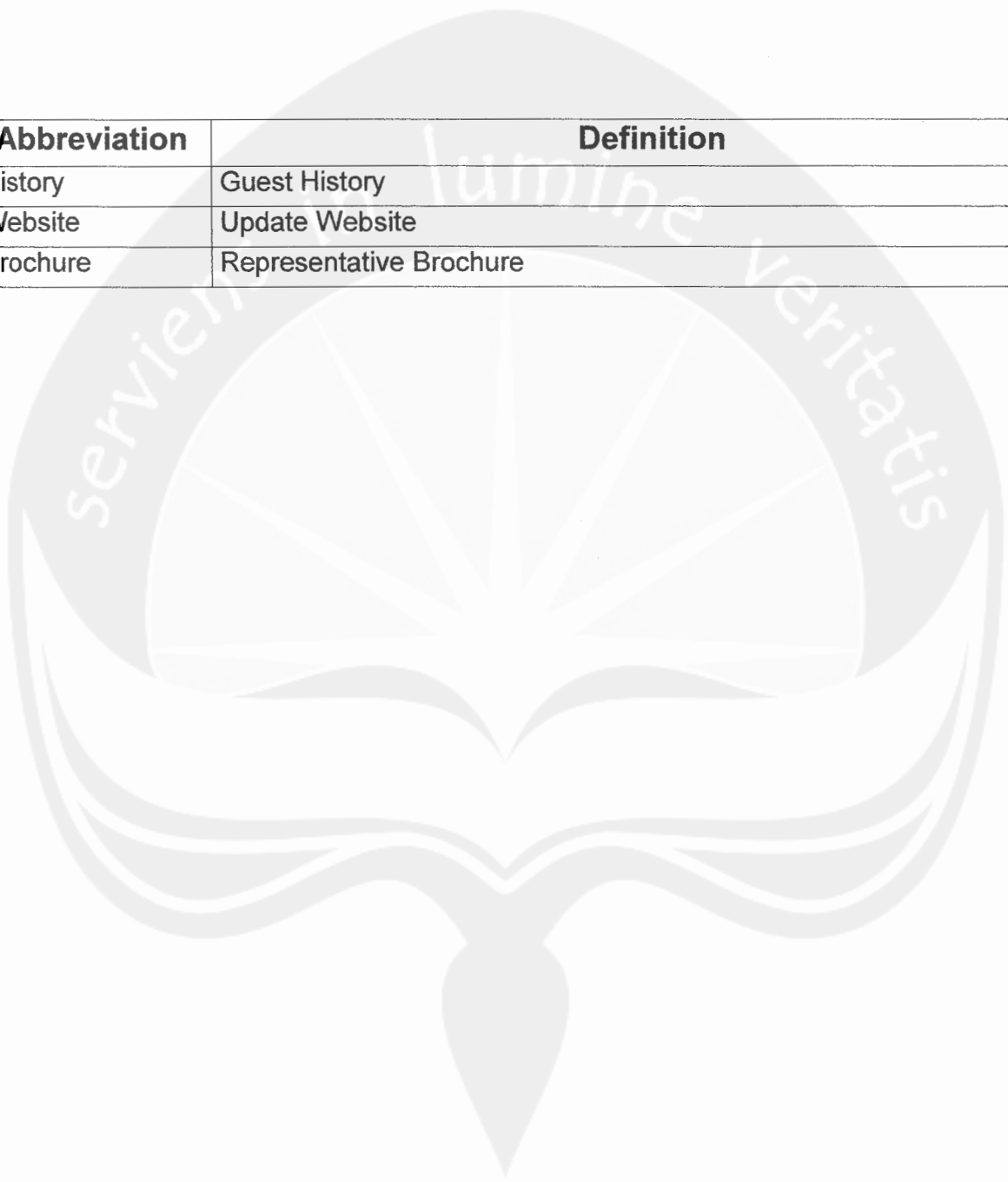
Synthesis of Leaf Nodes with respect to GOAL

Distributive Mode

OVERALL INCONSISTENCY INDEX = 0.02

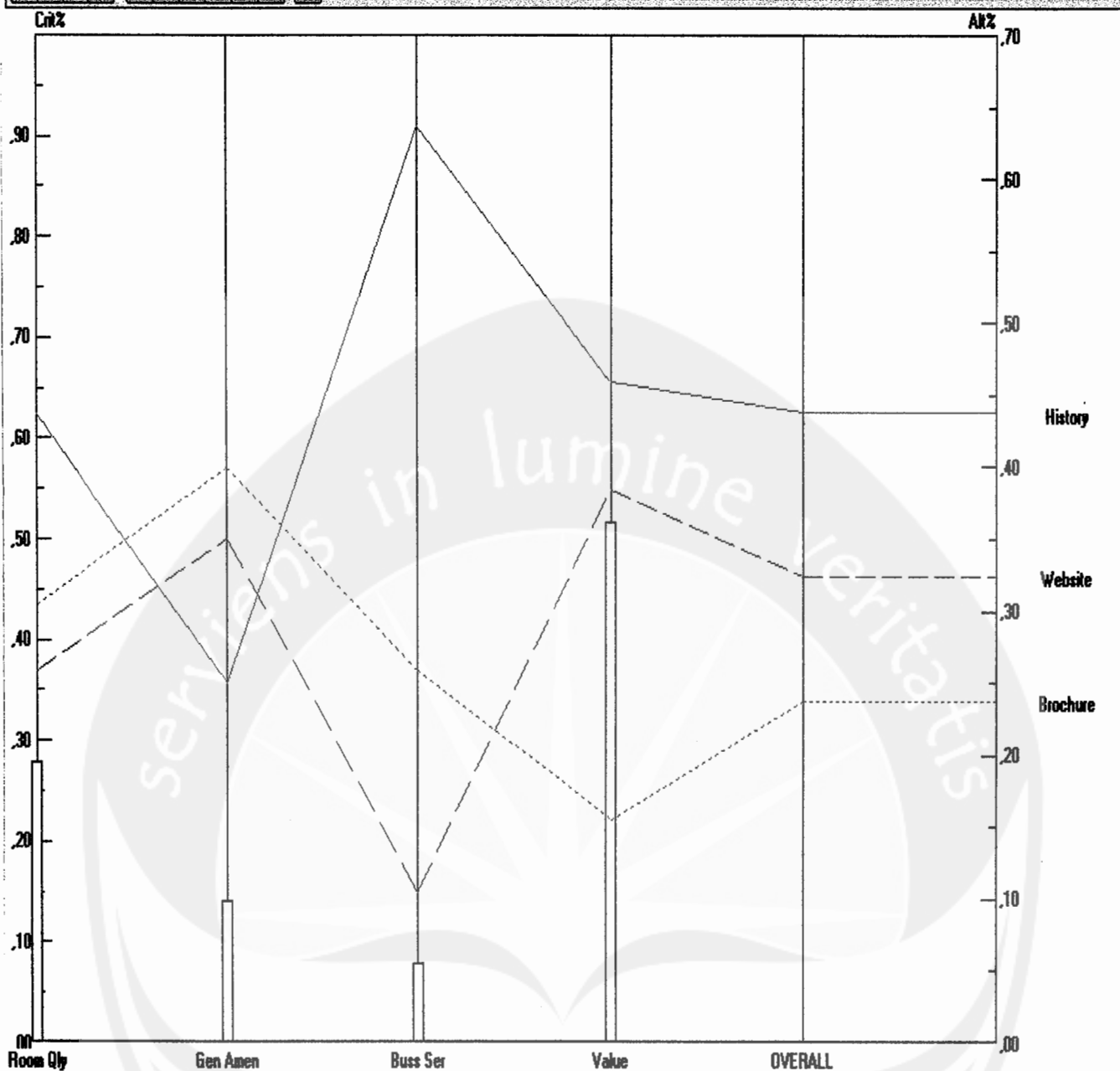
History	.438	
Website	.324	
Brochure	.238	

Abbreviation	Definition
History	Guest History
Website	Update Website
Brochure	Representative Brochure



For Student Use Only

Performance Sensitivity w.r.t. GOAL for nodes below GOAL



Abbreviation	Definition
Room Qly	Room Quality
Gen Amen	General Amenities
Buss Ser	Bussiness Service
Value	Value

History	Guest History
Website	Update Website
Brochure	Representative Brochure

Distribute Mode

Dynamic Sensitivity w.r.t. GOAL for nodes below GOAL

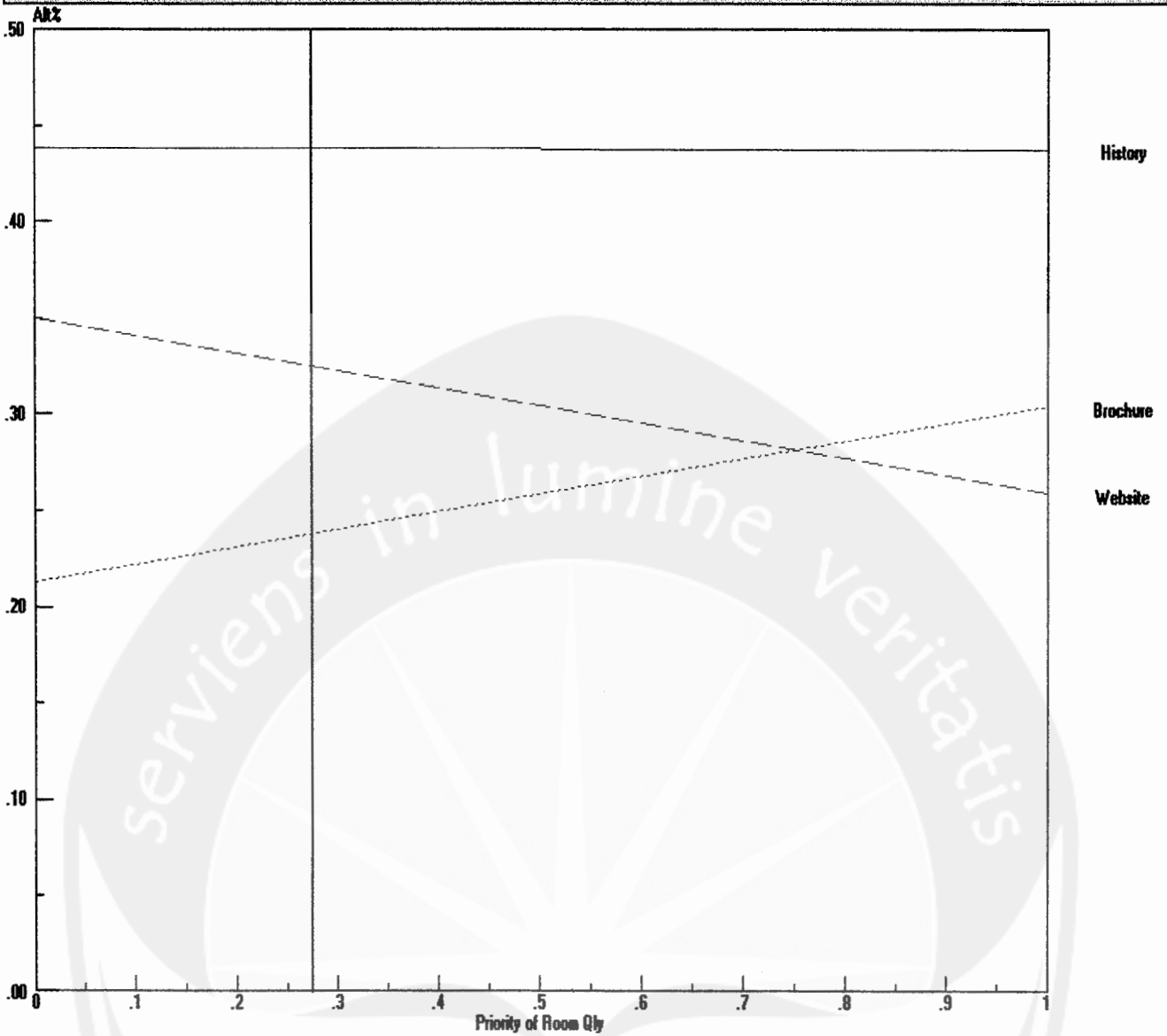


Abbreviation	Definition
Room Qly	Room Quality
Gen Amen	General Amenities
Buss Ser	Bussiness Service
Value	Value
History	Guest History
Website	Update Website
Brochure	Representative Brochure

Distributive Mode

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Gradient Sensitivity w.r.t. GOAL for nodes below GOAL

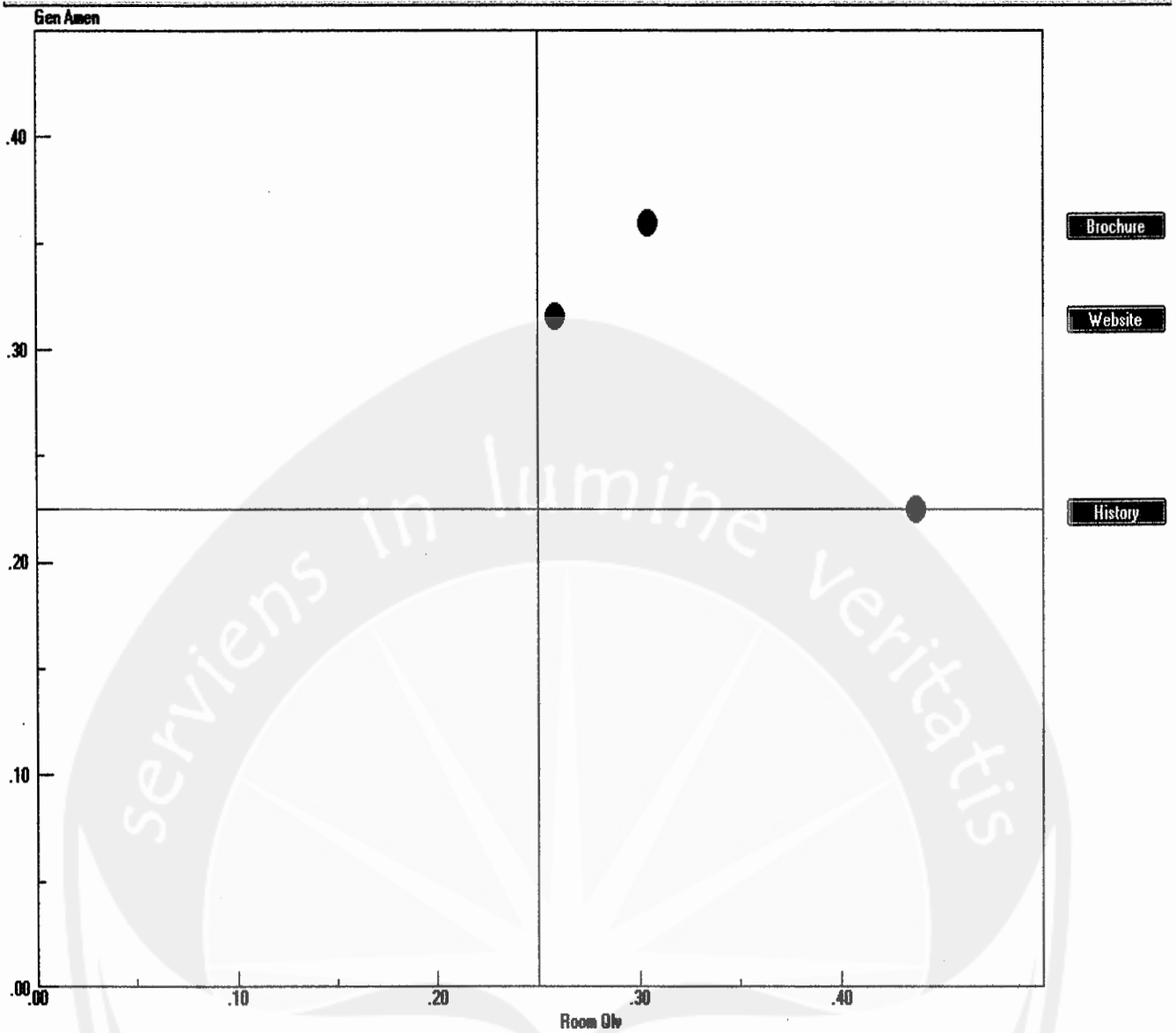


Abbreviation	Definition
Room Qly	Room Quality
Gen Amen	General Amenities
Buss Ser	Bussiness Service
Value	Value
History	Guest History
Website	Update Website
Brochure	Representative Brochure

Distributive Mode

For Student Use Only

Two-D Sensitivity w.r.t. GOAL for nodes below GOAL

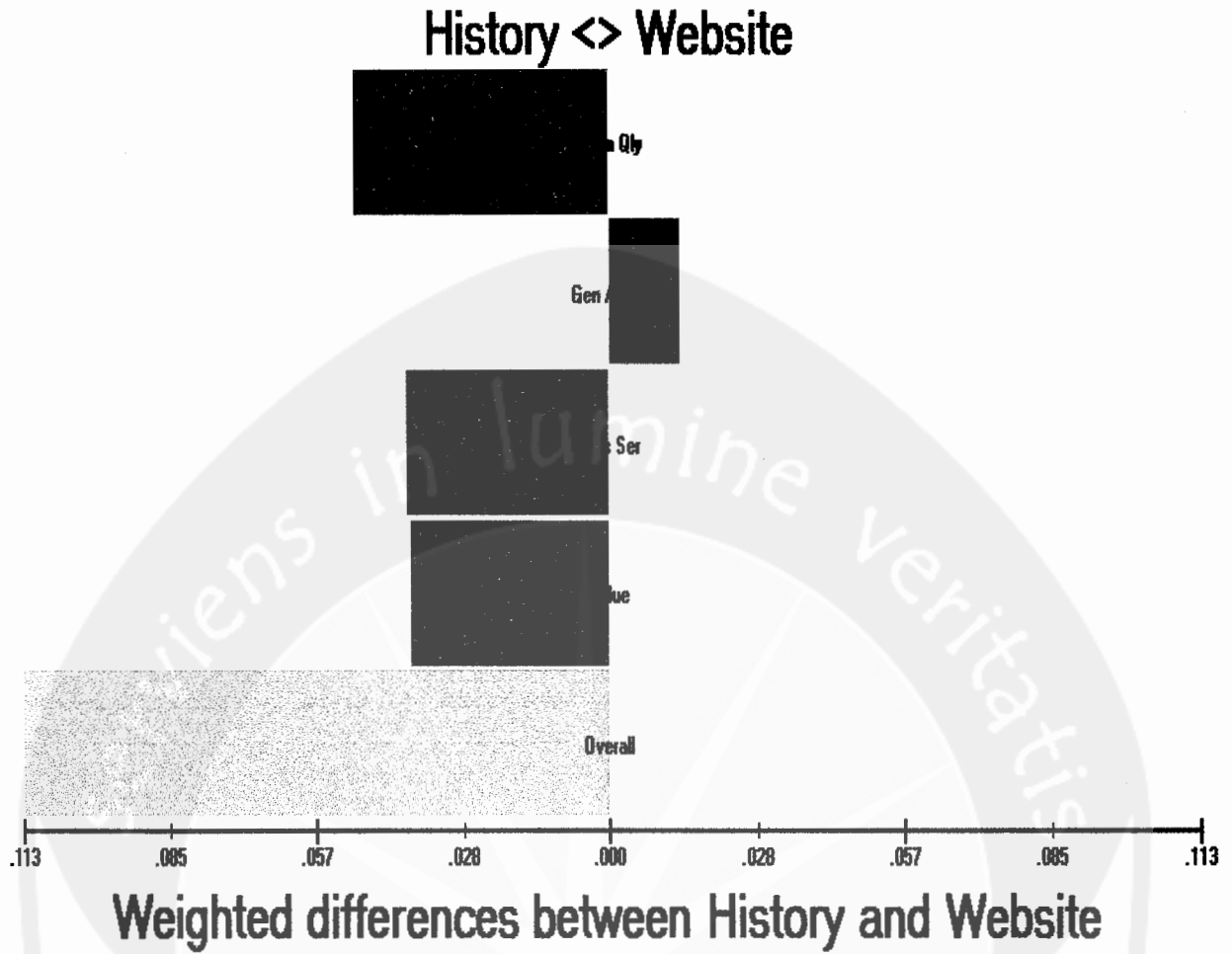


Abbreviation	Definition
Room Qly	Room Quality
Gen Amen	General Amenities
Buss Ser	Bussiness Service
Value	Value
History	Guest History
Website	Update Website
Brochure	Representative Brochure

Distribute Mode

For Student Use Only

Differences Sensitivity w.r.t. GOAL for nodes below GOAL

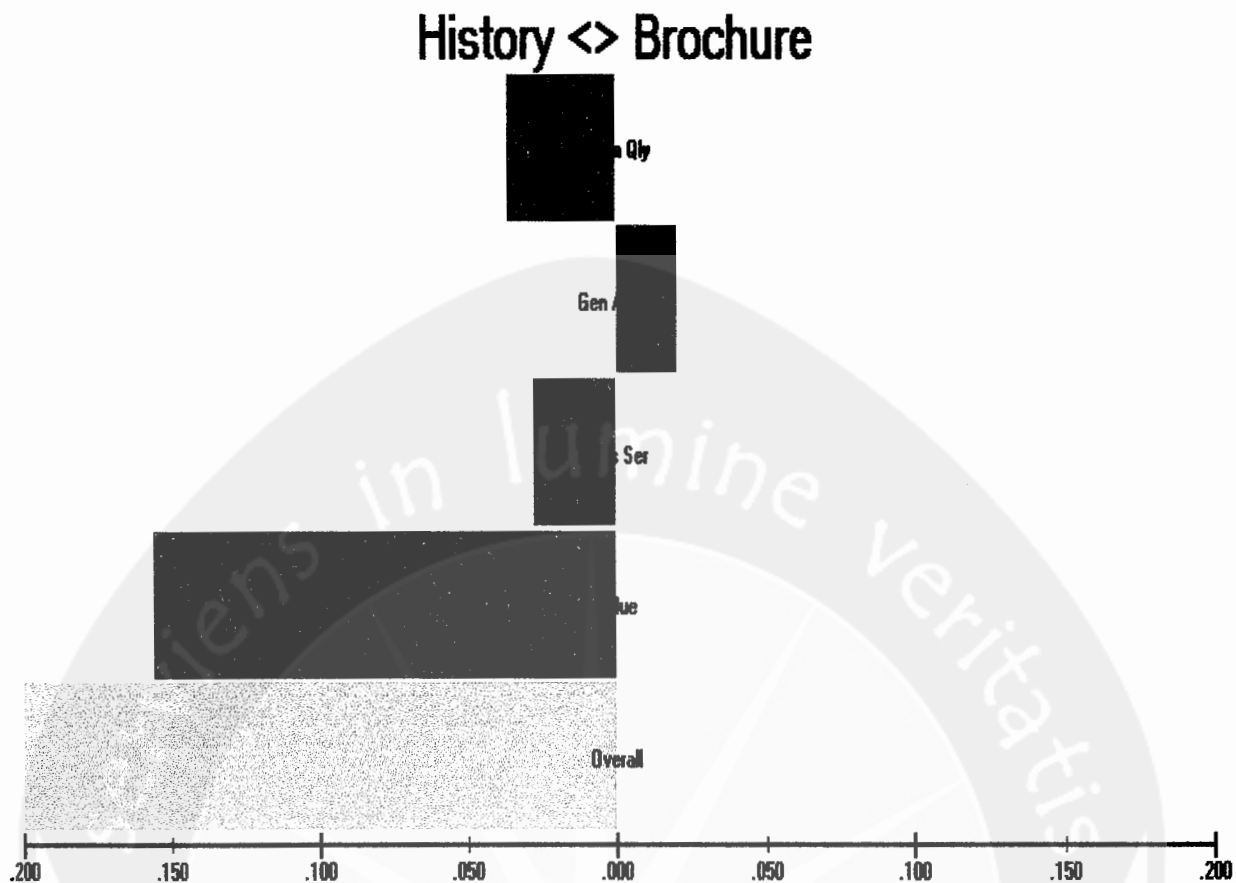


Abbreviation	Definition
Room Qly	Room Quality
Gen Amen	General Amenities
Buss Ser	Bussiness Service
Value	Value
History	Guest History
Website	Update Website
Brochure	Representative Brochure

Distribute Mode

For Student Use Only

Differences Sensitivity w.r.t. GOAL for nodes below GOAL



Weighted differences between History and Brochure

Abbreviation	Definition
Room Qly	Room Quality
Gen Amen	General Amenities
Buss Ser	Bussiness Service
Value	Value
History	Guest History
Website	Update Website
Brochure	Representative Brochure

Distribute Mode

For Student Use Only



SURAT KETERANGAN

Yang bertanda tangan di bawah ini menyatakan bahwa:

Nama : **Betzy Amanta Hennadi**
NIM : **03 14 03711**
Program : **Teknik Industri**
Fakultas : **Teknologi Industri**
Universitas : **Universitas Atmajaya Yogyakarta**

Telah mengadakan penelitian pada Human Resources Department di Quality Hotel Yogyakarta pada bulan Februari – April 2007 dengan mengambil judul :

"ANALYSIS OF SERVICE ATRIBUTES USING KANO'S MODEL".

Demikian surat keterangan ini kami buat agar dapat dipergunakan sebagaimana mestinya.

Yogyakarta, 23 Juli 2007



Dra Ira Pitrawati BSc.
Training Coordinator
(Human Resources Development)