

CHAPTER 8

CONCLUSION

8.1. Conclusion

Based on the data analysis and the results of the discussions carried out, several conclusions can be drawn, including:

- a. While considering the conditions that want to accomplish then there are solutions generated which are intended to improve problems related to quality in hotels. Of the 16 alternative solutions produced, all alternative solutions are designed with a focus on service quality problems in hotels. Solutions such as Replacing old and dirty cleaning equipment with new and clean equipment and cleaning and rearrange outdated facilities, are made by considering improving the appearance and cleanliness of the hotel. In alternative solutions, there are also solutions aimed at enabling workers to do their jobs better and more focused. For example, the solution to add personnel to the restaurant department to always be on standby and handle customer orders.
- b. From the customer's point of view, housekeeping and food and beverages or restaurant services at Hotel Dedy Jaya Ciledug are considered to still have not met customer expectations. This is evidenced by the gap between expectations and customer perceptions. In the housekeeping service, the attribute "hotel workers understand the specific needs of the guests" has a gap of -0.41221. While for food and beverages or restaurant services, the attribute "hotel workers can be approached easily" has a gap value of -0.77863.
- c. After the IPA method approach was applied to the problem, it was found that 8 service attributes became the priority improvements in the hotel, with 3 housekeeping service attributes and 5 food and beverages or restaurant service attributes. These attributes include the attribute of "hotel management is not looked over their workers in providing service for the guests" (HADA3 attribute), attribute "hotel workers do not understand the specific needs of their guests" (EDAH4 attribute), and attribute "hotel rooms are not dry and clean" (TDHA3 attribute) for attributes in housekeeping services. Then for the food and beverages service attributes, including the RDAR3 attribute (hotel workers cannot be approached easily), the EDAR1 attribute (hotel management is not willing to respond to suggestions and complaints), the RADA2 attribute

(customer does not feel safe during the transaction process during check-in). in and out), attribute RADA1 (hotel service providers do have proper manner towards the guests), and attribute TDRA1 (the appearance of the hotel facilities is well-maintained).

- d. Some of the causes of service attributes that became the priority improvements in the hotel include management and work systems factors and lack of hospitality knowledge from employees. The lack of knowledge qualification of employees makes the hotel slow in implementing an orderly system and according to hotel procedures.
- e. Based on the 18 alternative solutions proposed to fix the problem, here are some suggestions for improvement given to the hotel.
 - i. Conduct a brief meeting every shift change with the hotel manager so that hotel services can be in line between shifts to improve HADA3 service attributes.
 - ii. Provide basic training or seminars to employees on how to serve customers in a reasonable, friendly, courteous manner without discrimination to improve the service attributes of EDAH4.
 - iii. Replace old and dirty cleaning equipment with new and clean equipment and use materials such as soap and detergent that can work optimally to improve the service attributes of TDHA3.
 - iv. Adding personnel to the restaurant department to always be on standby and handle customer orders to improve RDAR3 service attributes.
 - v. Create a system for suggestions and complaints that all hotel workers can access to improve the EDAR1 service attributes.
 - vi. Providing various payment options, for example, cash, credit or debit card, or payment using QR to improve the service attributes of RADA2
 - vii. Improving the system to monitor the behavior of each worker towards customers and vice versa for the service attributes of RADA1.
 - viii. Assign workers to clean and rearrange outdated facilities without having to replace existing ones to improve the service attributes of TDRA1.

8.2. Suggestion

Suggestions that can be given are as follows.

- a. There is 1 service provided by the hotel that is not operating during the study, namely the karaoke parlor. It would be better if the next research, the karaoke service included in the research.
- b. The hotel should consider hiring workers with noticeable cooking skills to maximize the menu of the restaurant service since during the research time the hotel only had a menu of fried rice and chickens.
- c. In further research, conducting competitor analysis on other 1-star hotels in the vicinity allows the hotel to know the service trend better.



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APPENDIX

Appendix 1

Observation Photos



Laundry Room, Maintenance Room, and Storage



Hotel Room



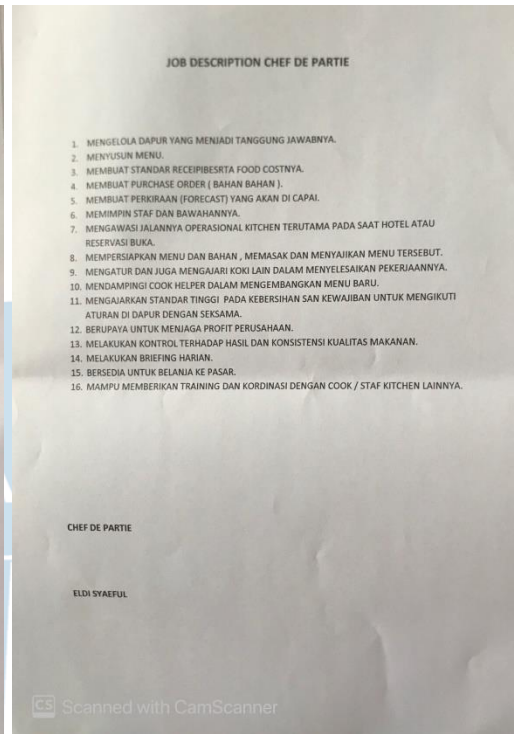
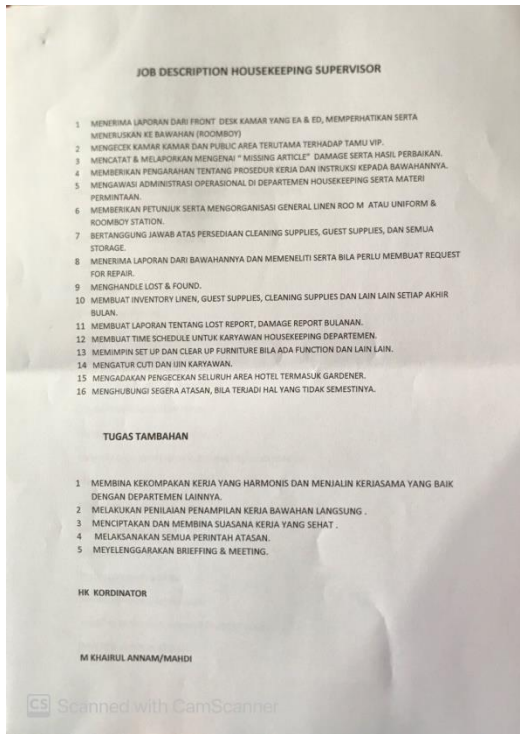
Meeting Room, Lobby and Front Office, and Restaurant



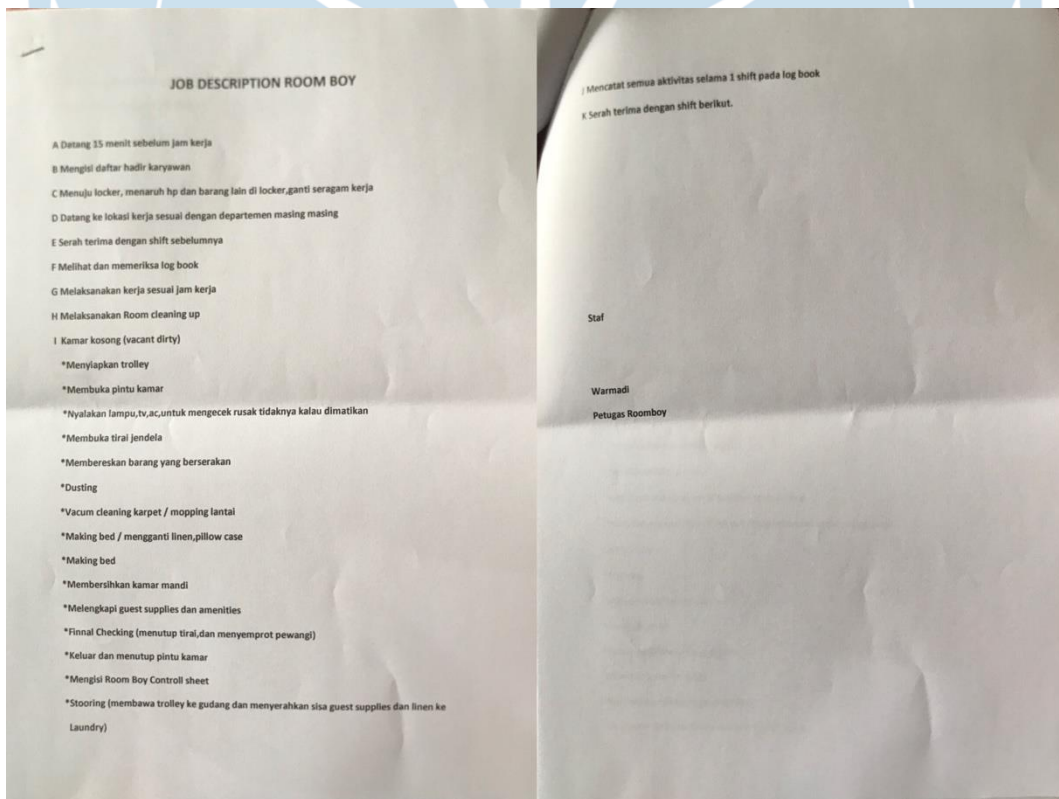
Open-to-Business Hotel Room Situation



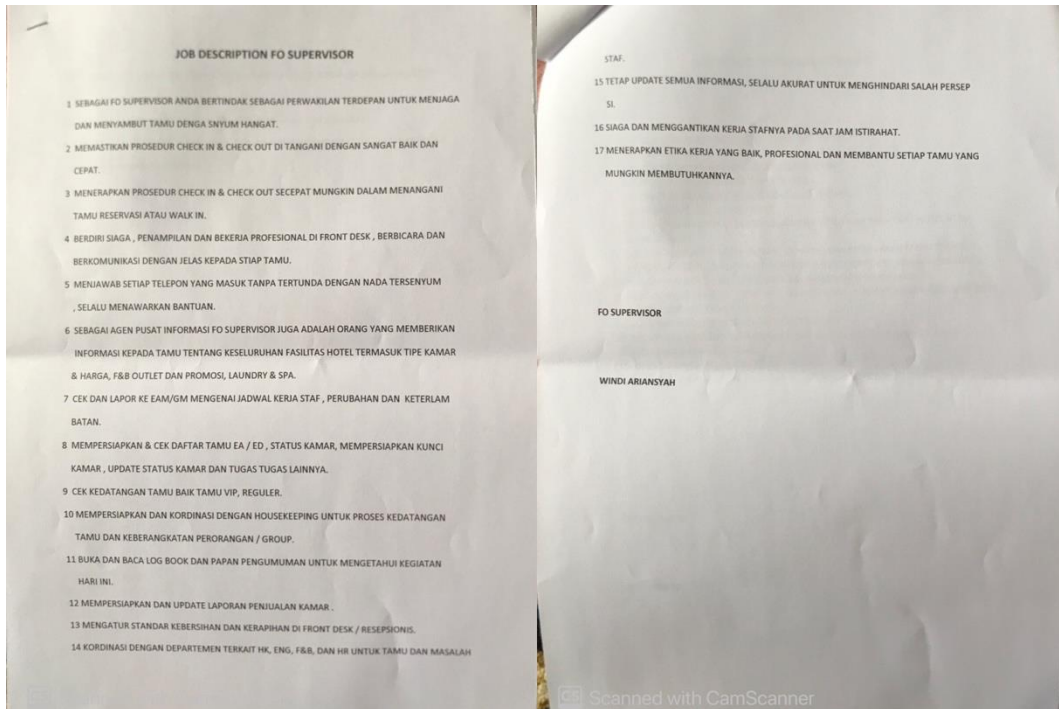
Room Situation after guest checking out



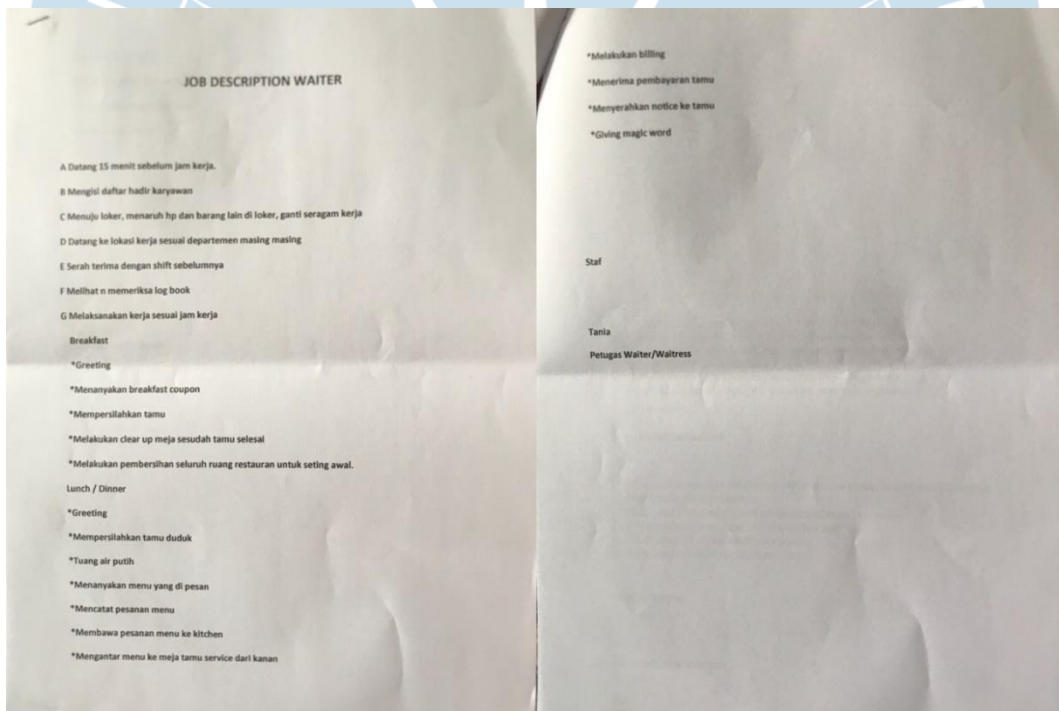
Job Description for Housekeeping Supervisor & Chef De Partie



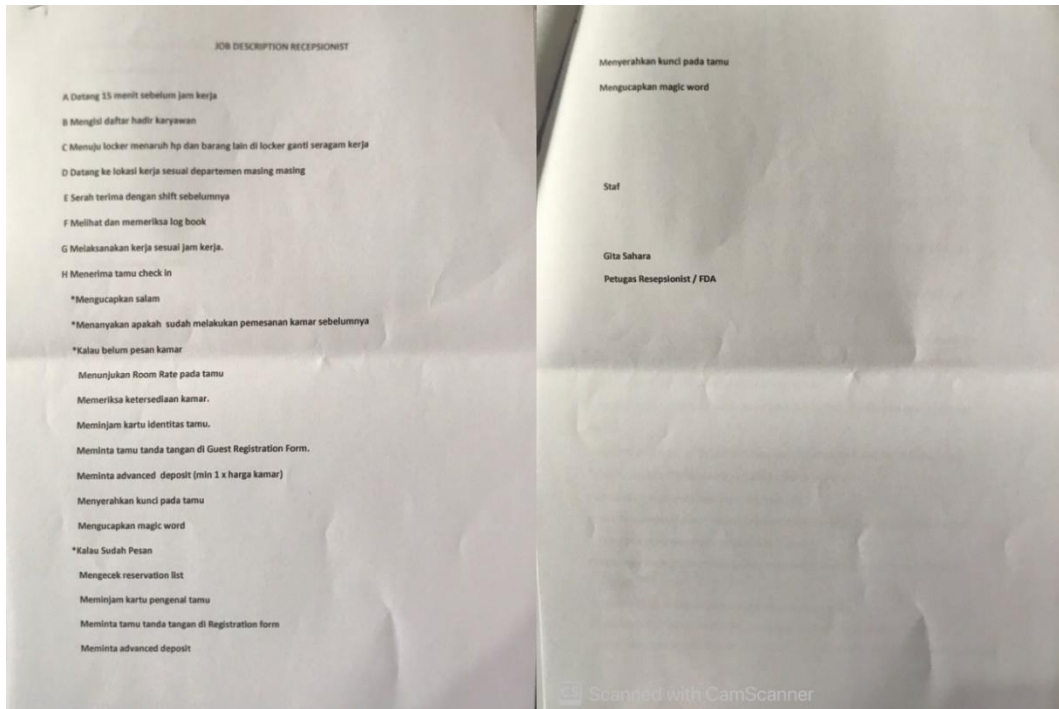
Job Description for Room Boy




Job Description for FO Supervisor



Job Description for Waiter



Job Description for Receptionist



GUEST COMMENT

Dear guest Hotel Dedy Jaya,

Thanks for staying with us, as our commitment to serve the guest well, we would like to ask you fill this guest comment for better service. Please fill the blank

Yth Tamu Dedy Jaya Hotel,

Terima kasih atas kesediaan anda tinggal bersama kami. Untuk meningkatkan pelayanan, kami mengharapkan kesediaan Anda mengisi lembar saran ini sebagai bahan evaluasi supaya kami lebih baik dimasa depan.

Name / Nama :

Address / Company
Alamat / Perusahaan :

Room Number /
Nomor kamar :

Date of Visit /
Tanggal Kunjungan :

Purpose of your Visit /
Tujuan Kunjungan Anda :

A. Business B. Leisure C. Others

Jl. Letjend. Suprpto Merdeka Barat No. 9 Ciledug - Kab. Cirebon
No. Telp. 0816 696 001 - 0857 4292 5568

FRONT OFFICE	Sangat baik Excellent	Memuaskan Satisfactory	Baik Good	Jelek Poor
Penerimaan/Reception	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pemesanan/Reservation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bell boy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpfulness of staff/	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff yang sangat membantu/ Luggage service/Pelayanan barang	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Komentar Anda/Your comment	:			

HOUSE KEEPING	Sangat baik Excellent	Memuaskan Satisfactory	Baik Good	Jelek Poor
Kesan/Overall impression	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kebersihan/Cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kenyamanan/Comfort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fasilitas/Amenities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pelayanan Kamar/Room Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Komentar Anda/Your comment	:			

OUR FACILITIES	Sangat baik Excellent	Memuaskan Satisfactory	Baik Good	Jelek Poor
Swimming pool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Resto	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Karaoke	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Laundry Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your comment	:			

Would you like to give any suggestions in order to make better our services ?
Apa saran Anda supaya pelayanan kami lebih baik ?

.....

Thanks for filling our guest comment./ Terima kasih telah mengisi guest comment kami.
See you later / Sampai jumpa kembali.

Management.

A Member Of Dedy Jaya Group Hotels

Guest Comment Form

DEDY JAYA HOTEL CILEDUG
OCCUPANCY / JUMLAH HUNIAN KAMAR
PER MEI 2021

TANGGAL	TIPE KAMAR			JUMLAH	% OCCUPANCY
	Deluxe	Superior	Standard		
1		2	10	12	39%
2		1	10	11	35%
3			11	11	35%
4		1	17	18	58%
5		1	11	12	39%
6		1	7	8	26%
7	1		5	6	19%
8			12	12	39%
9		1	10	11	35%
10		2	7	9	29%
11		1	8	9	29%
12			6	6	19%
13	4	1	8	13	42%
14	3		8	11	35%
15		1	7	8	26%
16			9	9	29%
17	1	1	10	12	39%
18	2		10	12	39%
19			13	13	42%
20		3	12	15	48%
21	3	1	10	14	45%
22		7	6	13	42%
23	1	4	8	13	42%
24	1	4	8	13	42%
25		1	10	11	35%
26		4	11	15	48%
27	1	1	10	12	39%
28	1		11	12	39%
29		3	12	15	48%
30	1	3	7	11	35%
31	1	2	12	15	48%
TOTAL	20	46	296	362	1168%

PROSENTASE

39%

Room Occupancy in May 2021

DEDY JAYA HOTEL CILEDUG
OCCUPANCY / JUMLAH HUNIAN KAMAR
PER JUNI 2021

TANGGAL	TIPE KAMAR			JUMLAH	% OCCUPANCY
	Deluxe	Superior	Standard		
1		3	9	12	39%
2	4	1	10	15	48%
3	2		9	11	35%
4	4	4	10	18	58%
5	3	5	12	20	65%
6	1	1	11	13	42%
7	2	2	11	15	48%
8		1	8	9	29%
9		1	13	14	45%
10		5	10	15	48%
11			11	11	35%
12	1	1	11	13	42%
13		1	9	10	32%
14		2	10	12	39%
15	1	1	8	10	32%
16		3	15	18	58%
17	1	4	5	10	32%
18	4	7	13	24	77%
19	1	1	14	16	52%
20		1	11	12	39%
21		1	8	9	29%
22		1	9	10	32%
23		2	6	8	26%
24	1	3	2	6	19%
25	1	1	8	10	32%
26		3	10	13	42%
27		3	11	14	45%
28		1	10	11	35%
29		2	10	12	39%
30		2	11	13	42%
TOTAL	26	63	295	384	1239%

PROSENTASE

43%

Room Occupancy in June 2021

DEDY JAYA HOTEL CILEDUG
OCCUPANCY / JUMLAH HUNIAN KAMAR
PER JULI 2021

TANGGAL	TIPE KAMAR			JUMLAH	% OCCUPANCY
	Deluxe	Superior	Standard		
1		4	11	15	48%
2	2	2	12	16	52%
3	2	3	10	15	48%
4		2	8	10	32%
5	2	3	7	12	39%
6		3	12	15	48%
7		2	11	13	42%
8		2	5	7	23%
9	3	2	4	9	29%
10	1		11	12	39%
11		1	7	8	26%
12		3	7	10	32%
13		2	10	12	39%
14		2	8	10	32%
15	2	4	8	14	45%
16	2	1	8	11	35%
17		4	9	13	42%
18			11	11	35%
19	1		9	10	32%
20			8	8	26%
21		1	11	12	39%
22		7	6	13	42%
23	2		11	13	42%
24	4	3	8	15	48%
25	2		8	10	32%
26		2	9	11	35%
27		3	11	14	45%
28		1	13	14	45%
29	1	4	7	12	39%
30		2	10	12	39%
31	3	1	7	11	35%
TOTAL	27	64	277	368	1187%

PROSENTASE

40%

Room Occupancy in July 2021

DEDY JAYA HOTEL CILEDUG
OCCUPANCY / JUMLAH HUNIAN KAMAR
PER AGUSTUS 2021

TANGGAL	TIPE KAMAR			JUMLAH	% OCCUPANCY
	Deluxe	Superior	Standard		
1		3	6	9	29%
2		1	10	11	35%
3	3	1	8	12	39%
4		3	8	11	35%
5		2	8	10	32%
6	1	5	9	15	48%
7	1	2	14	17	55%
8		4	7	11	35%
9		2	8	10	32%
10			13	13	42%
11	1	1	10	12	39%
12		3	14	17	55%
13		4	10	14	45%
14	3	3	12	18	58%
15	1	5	8	14	45%
16			10	10	32%
17	2	1	10	13	42%
18		1	9	10	32%
19			8	8	26%
20			9	9	29%
21		6	14	20	65%
22		2	10	12	39%
23	1	4	10	15	48%
24		2	10	12	39%
25			17	17	55%
26			14	14	45%
27	1	1	12	14	45%
28	1	4	11	16	52%
29		1	10	11	35%
30				0	0%
31				0	0%
TOTAL	15	61	299	375	1210%

PROSENTASE

40%

Room Occupancy in August 2021

Appendix 2

Summary of Interview with the Hotel Person

Observation Date	Concern	Hotel Response
9/9/2021	Hotel Introduction & Permit for Research with the General Manager	General manager explains hotel business profile
		The general manager explains the services provided by the hotel and the problems that involve the service.
		The general manager of the hotel gives permission for student thesis research
		The general manager explains the number of employees and the educational background of employees who do not have hospitality knowledge
		The general manager is not aware of any complaints other than the complaints that were conveyed directly by the guests to him.
	Discussion of problems that customers often complain about with the hotel worker	Complaints that are usually conveyed by customers are smelly or dirty room facilities because they are stained
		Complaints about the speed of service
Complaints related to the less varied food menu are also often received by workers		
Workers sometimes receive complaints but do not report to the team		
15/9/2021	Discussion of the training and hiring system used by the hotel with the hotel worker	The hotel carries out the hiring process based on the employee's ability during the training period
		Often hotels get trainees who are apprentices from nearby vocational schools
		During the training period, the trainee was given instructions on the work orally. Job details are also presented orally at the beginning of the training period

Observation Date	Concern	Hotel Response
7/12/2021	Presenting problem findings to the hotel worker.	The hotel confirmed that the finding of the problem really occurred at the hotel
	Discuss the data collection plan through a questionnaire with the hotel worker.	The hotel feels that the questionnaire is possible to use, but the identity of the guest should be kept confidential.
17/1/2022	Discussion about service attributes in the questionnaire	The service attribute is considered sufficient to represent the hotel business, but the staff still found difficult words in the questionnaire design and corrected typo words.
9/5/2022	Discuss the data collection and output plans given to the hotel	The QR Code that leads to the questionnaire form is possible to be distributed in the hotel environment
		The hotel recommends that a gadget to fill out the questionnaire is provided directly, anticipating customers who do not have a QR scan feature on their gadget.
		Data collection can be done at any time at the hotel. With a note, must coordinate with hotel staff on every visit.
		It would be better if manual filling using paper was also prepared, to anticipate visitors who are technologically savvy.
30/05/2022	Discuss the results of data processing and find the root source of the problem with hotel workers	The hotel did not realize that the problem finding from data processing actually occurred at the hotel.
		The hotel responds, the problem may be caused by concurrent work on housekeeping workers or due to lack of hotel personnel.
		The hotel hopes to improve the existing problems with the design of the solutions generated from the research.

Observation Date	Concern	Hotel Response
27/06/2022	Discussion about generating solutions for each service issues	There are solutions that are not appropriate to be used as alternative solutions, namely solutions to perform services more quickly and continue to prioritize service optimization. The solution is felt to have no proper measurement basis.
	Discuss the implementation of the proposed improvement with the general manager of the hotel.	The hotel found that the design of alternative solutions given for each attribute was possible to be implemented in the hotel. It's just that some alternative solutions such as the procurement of security cameras require planning before being held at the hotel.
		The hotel feels it is possible to implement an additional employee solution. This is because the hotel feels that the situation has returned to normal after the pandemic and requires additional personnel.
		If possible, help make guest comments online, to make it easier for staff to analyze the results.

Appendix 3

Implementation plan of the suggested solutions



LOWONGAN KERJA

RECEPTIONIST

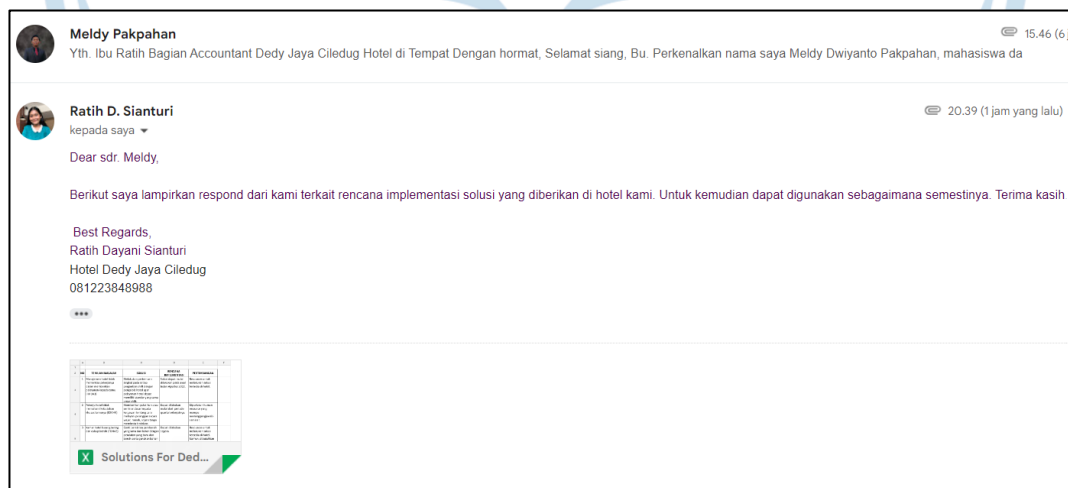
- Wanita
- Lulusan SMA / SMK
- Usia 18 s.d. 25 thn
- Tinggi min. 160 cm
- Berpenampilan menarik
- Domisili Ciledug & sekitarnya
- Supel, ramah, cekatan
- Bahasa Inggris aktif (lebih di sukai)

COOK

- Pria / Wanita
- Lulusan SMK Tata Boga
- Usia 18 s.d 30 thn
- Domisili Ciledug & sekitarnya
- Supel, ramah & cekatan
- Menguasai banyak menu masakan

Kirimkan berkas lamaran anda langsung ke :
Dedy Jaya Hotel Ciledug
LOKER BERLAKU HINGGA 10 JULI 2022.

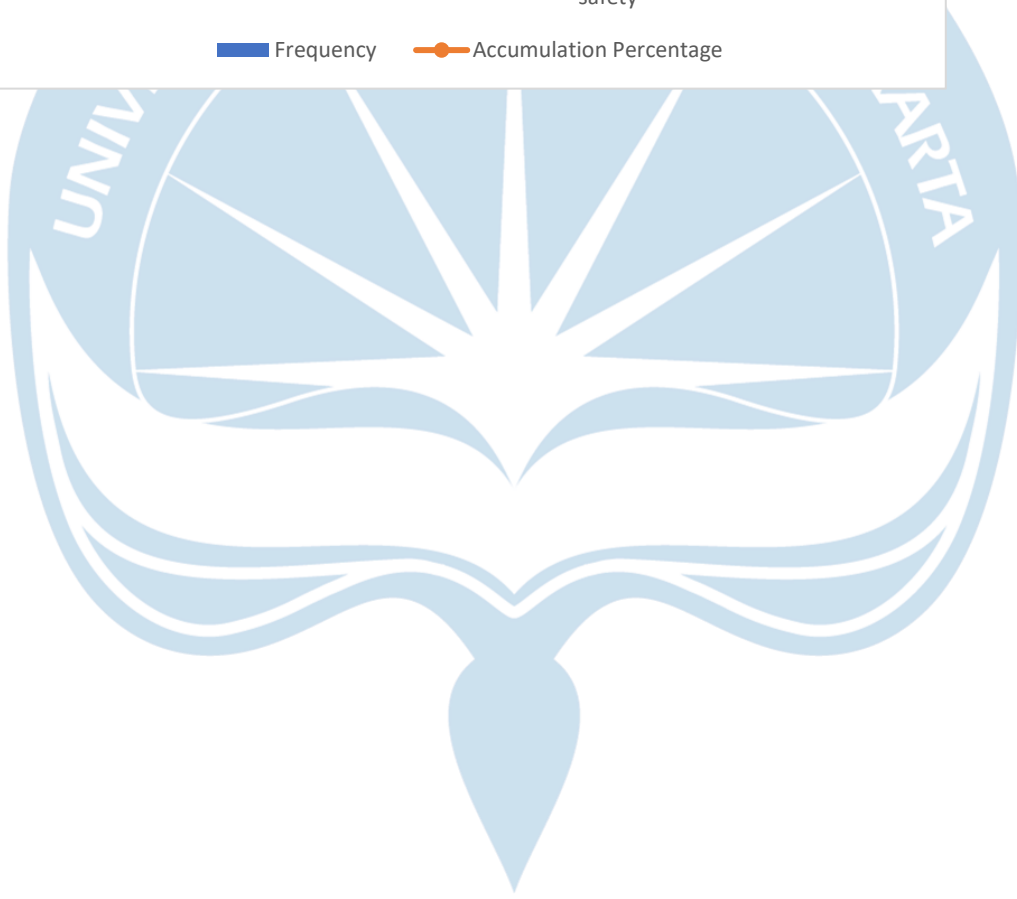
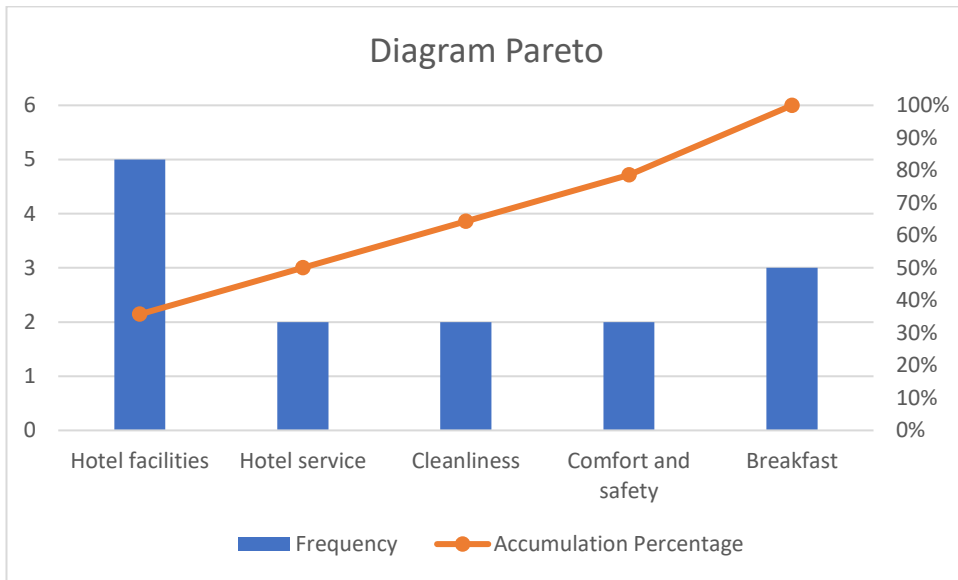
Implementation of solution for RDAR3 attribute Issues



Screenshot of communication with hotel staff regarding the solution implementation plan

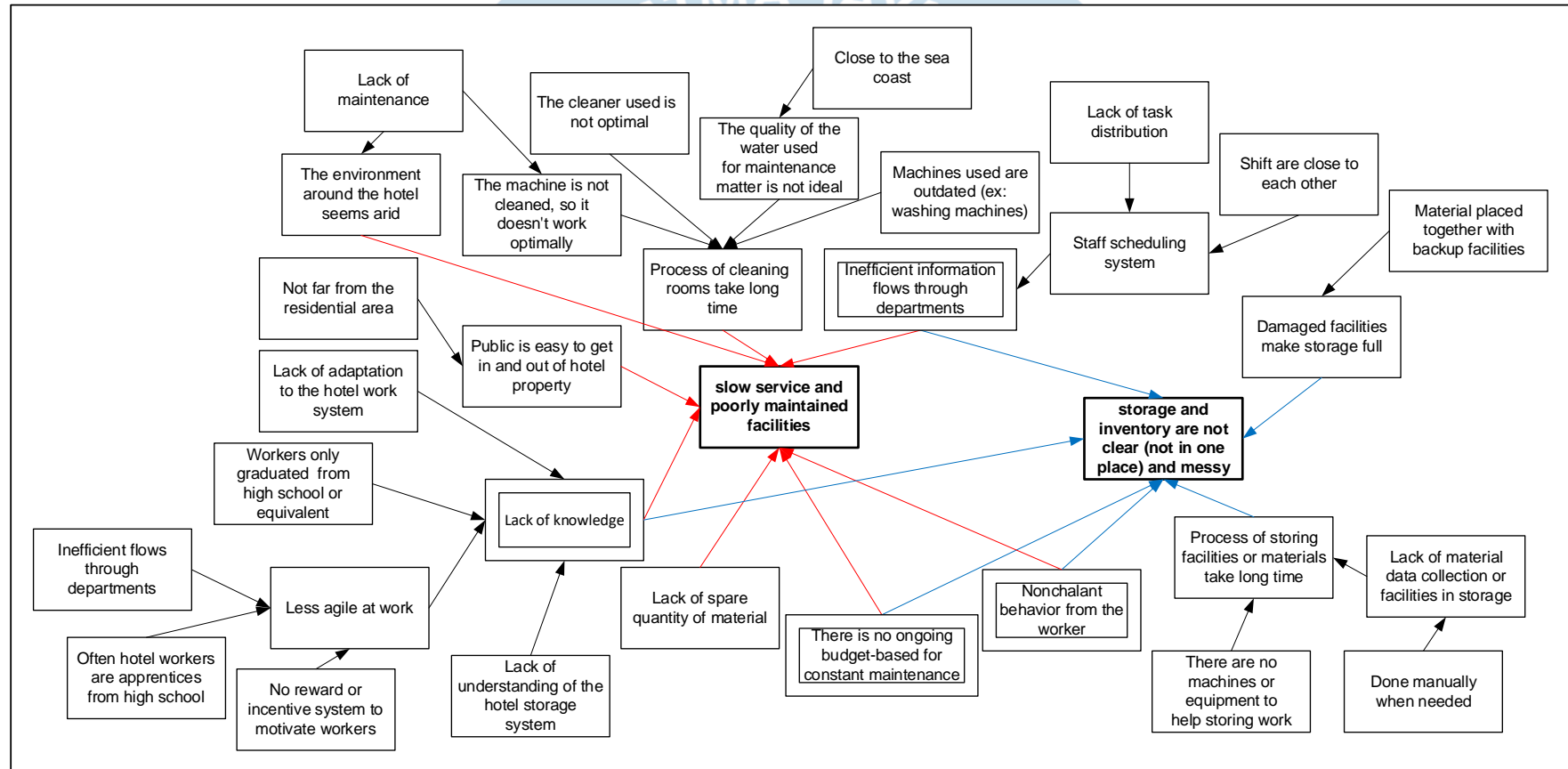
Appendix 4

Pareto Chart

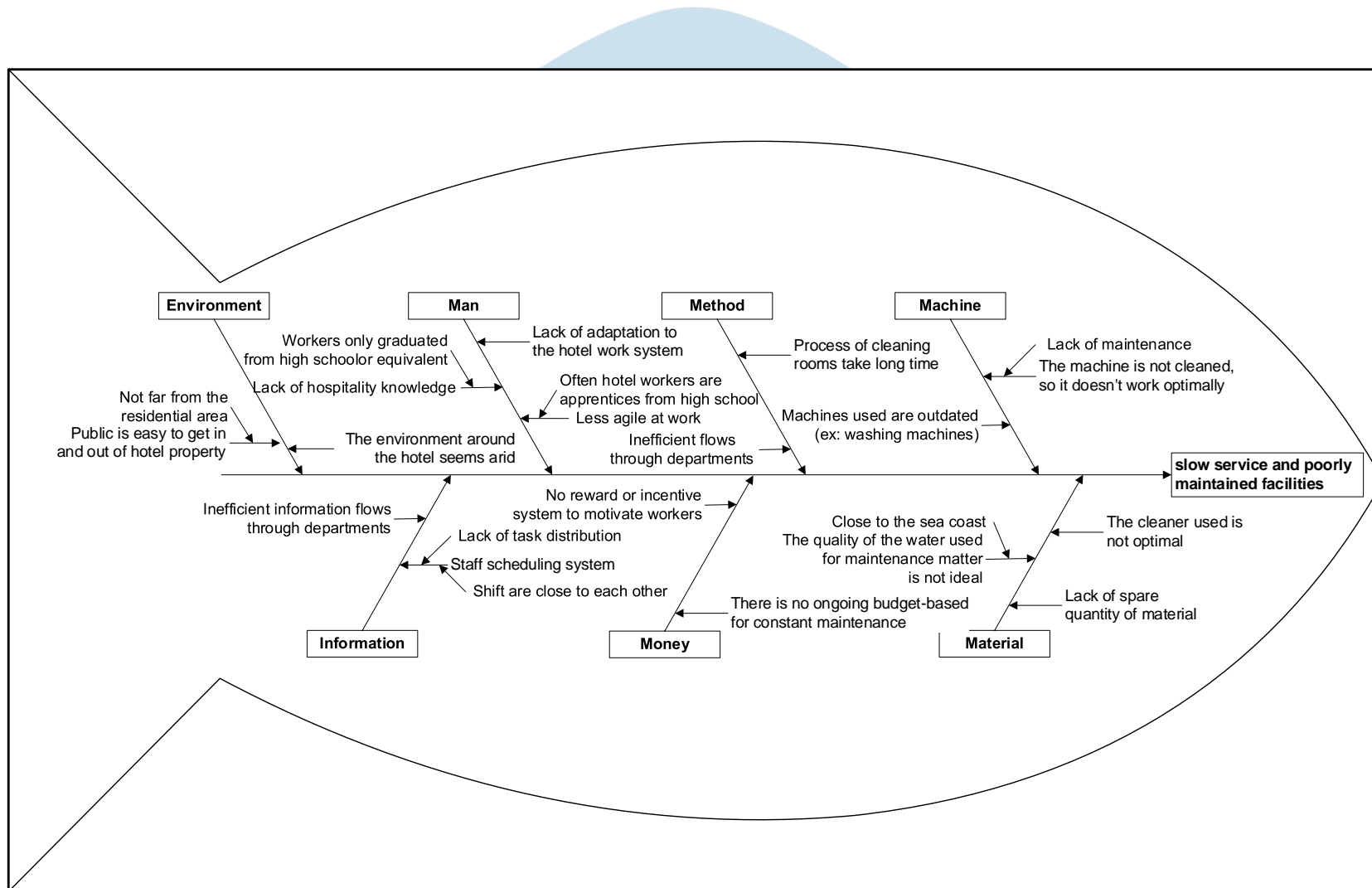


Appendix 5

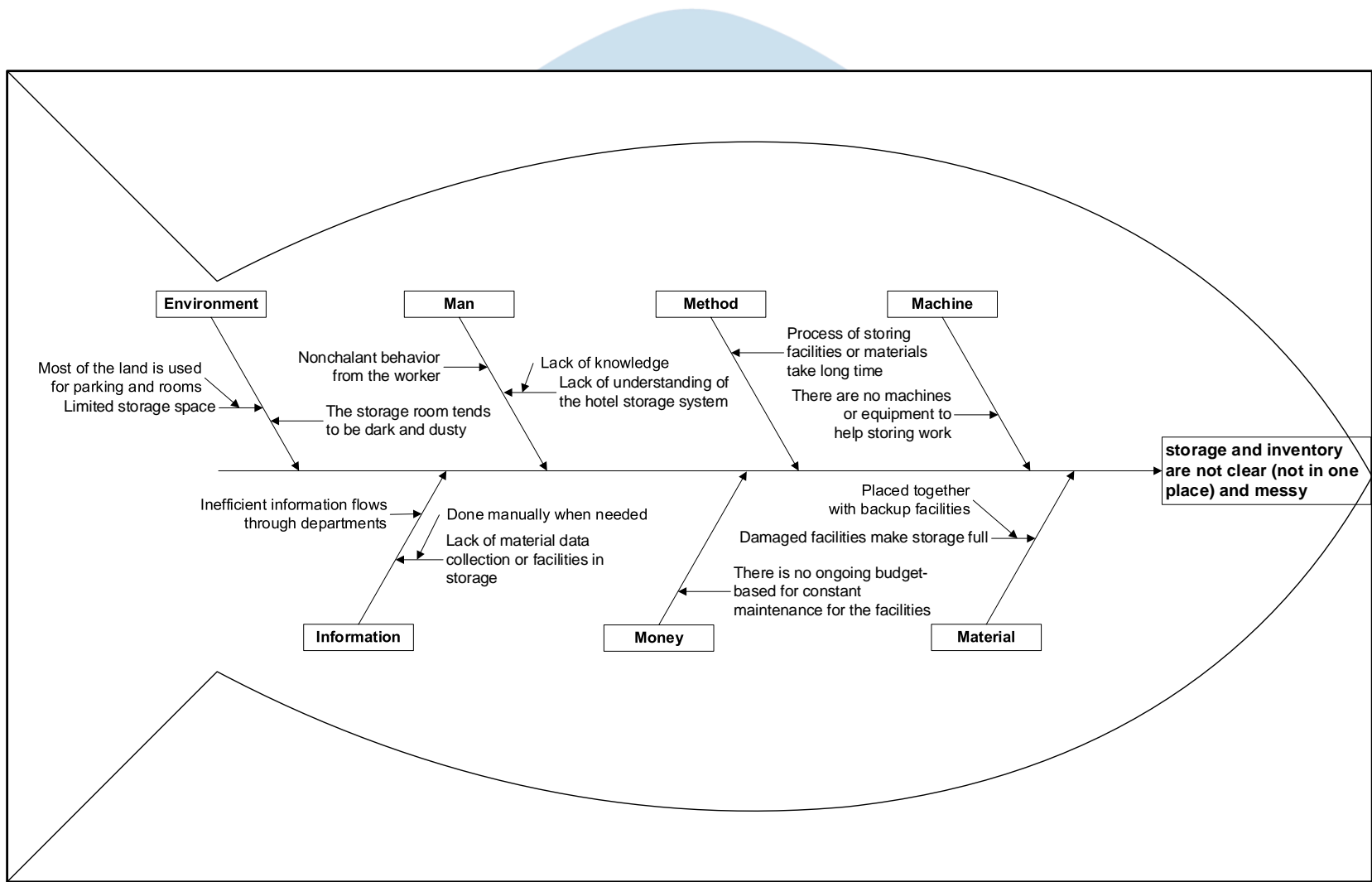
Fishbone Diagram & Interrelationship Diagram



Interrelationship Diagram of the problems



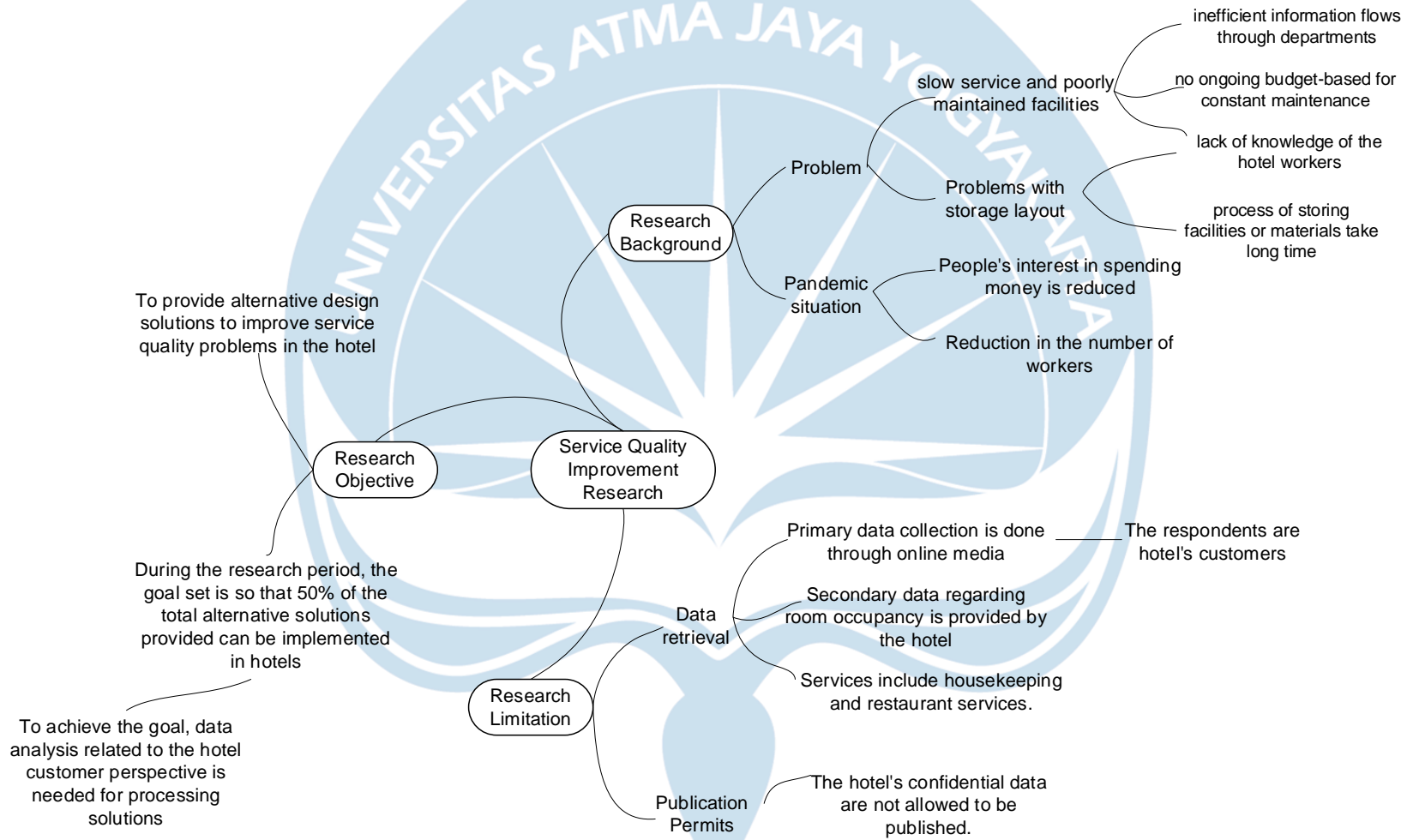
Fishbone Diagram for initial problem of "slow service and poorly maintained facilities"



Fishbone Diagram for initial problem of "storage and inventory are not clear (not in one place) and messy"

Appendix 6

Mind Map



Appendix 7

Research Instruments

RESEARCH QUESTIONNAIRE

In connection with the completion of the study period for the International Class Industrial Engineering Bachelor program, Atma Jaya University Yogyakarta, then I would like to introduce myself, Meldy Dwiyanto Pakpahan, hereby requesting your willingness to fill out this questionnaire. This questionnaire is a measurement instrument used to complete my final project entitled "Service Quality Improvement at Dedy Jaya Ciledug Hotel".

In this online questionnaire, there are 3 different sections. Filling in each section depends on your preferences and experience with hotel services.

Part 1: Respondents Data

Choose the answer to each of the following questions according to your personal data.

1. Your Age:
 - a. 18-25 years old
 - b. 26-33 years old
 - c. 34-51 years old
 - d. > 51 years old
2. Your Occupation:
 - a. Students/Unemployed
 - b. Employee/Entrepreneur
 - c. Others
3. Have you stayed at a hotel before?
 - a. Yes
 - b. No
4. How many times have you been to a hotel in the past year?
 - a. ≤ 1 time
 - b. 1-3 times
 - c. > 3 times
5. Have you ever had housekeeping or room service at a hotel?
 - a. Yes. If you have, please continue to fill in Part II.
 - b. Not yet

6. Have you ever had restaurant service at a hotel?
- Yes. If you have, please continue to fill in Part III.
 - Not yet

Part 2: Assessment of Perceived and Expected Service in the Attributes of Housekeeping Service.

In this section you are also asked to provide an assessment score regarding the service experience you feel at the hotel and an assessment score regarding the service expectations you want to get at the hotel. The following is information on filling out the importance level assessment score and the assessment score for perceived and expected services.

Expectation	Perceived
(1) = Very unexpected	(1) = Very dissatisfied
(2) = Not expected	(2) = Dissatisfied
(3) = Quite expected	(3) = Quite satisfied
(4) = Expected	(4) = Satisfied
(5) = Very much expected	(5) = Very satisfied

NO	Attributes of Housekeeping Service	Expectation					Perceived				
		(1)	(2)	(3)	(4)	(5)	(1)	(2)	(3)	(4)	(5)
Reliability											
Q1	Hotel service provider maintains confidentiality of customer identity										
Q2	Workers show sincere interest in solving customer's problem										
Q3	Hotel workers can be approached easily										
Q4	Hotel service providers are trustworthy to take care customer's belongings										

NO	Attributes of Housekeeping Service	Expectation					Perceived				
		(1)	(2)	(3)	(4)	(5)	(1)	(2)	(3)	(4)	(5)
Responsiveness											
Q1	The hotel management being transparent on the service they are provide										
Q2	Hotel always willing to help and solved customer's problem										
Q3	Hotel are never too busy to respond to customer's questions or requests										
Q4	Hotel provides critique and recommendation for the customer to fill										
Assurance											
Q1	Hotel service providers have proper manner towards the guests										
Q2	Customer feel safe during transaction process during check in and out										
Q3	Hotel management looked over their workers in providing service for the guests										
Empathy											
Q1	The hotel management willing to respond to suggestion and complaints										
Q2	Hotel service providers fair in giving the services to the guest										
Q3	Workers willing to bond with the customer										
Q4	Hotel workers understand the specific needs of their guests										

NO	Attributes of Housekeeping Service	Expectation					Perceived				
		(1)	(2)	(3)	(4)	(5)	(1)	(2)	(3)	(4)	(5)
Tangibility											
Q1	The appearance of the hotel facilities are well-maintained										
Q2	The hotel is geared up with with up-to-date equipment to maximize the service.										
Q3	Hotel rooms are dry and clean.										
Q4	Hotel workers look decent and well dressed.										
Q5	The hotel workers uses information and communications technology to facilitate the service										

Part 3: Assessment of Perceived and Expected Service in the Attributes of Housekeeping Service.

In this section you are also asked to provide an assessment score regarding the service experience you feel at the hotel and an assessment score regarding the service expectations you want to get at the hotel.

Expectation	Perceived
(1) = Very unexpected	(1) = Very dissatisfied
(2) = Not expected	(2) = Dissatisfied
(3) = Quite expected	(3) = Quite satisfied
(4) = Expected	(4) = Satisfied
(5) = Very much expected	(5) = Very satisfied

NO	Attributes of Housekeeping Service	Expectation					Perceived				
		(1)	(2)	(3)	(4)	(5)	(1)	(2)	(3)	(4)	(5)
Reliability											
Q1	Foods served are edible and look decent										
Q2	Workers show sincere interest in solving customer's problem										
Q3	Hotel workers can be approached easily										
Q4	Hotel service providers are trustworthy to take care customer's food request										
Responsiveness											
Q1	The hotel management being transparent on the food they are provide										
Q2	Hotel always willing to help and solved customer's problem										
Q3	Hotel is never too busy to respond to customer's questions or requests										
Q4	Hotel provides critique and recommendation for the customer to fill										
Assurance											
Q1	Hotel service providers have proper manner towards the guests										
Q2	Customers feel safe during transaction process during check in and out										
Q3	Hotel management looked over their workers in providing food service for the guests										
Empathy											
Q1	The hotel management willing to respond to suggestion and complaints										

NO	Attributes of Housekeeping Service	Expectation					Perceived				
		(1)	(2)	(3)	(4)	(5)	(1)	(2)	(3)	(4)	(5)
Q2	Hotel service providers fair in giving the services to the guest										
Q3	Workers have initiative to reach out to the guests										
Q4	Hotel workers understand the specific needs of their guests										
Tangibility											
Q1	The appearance of the hotel facilities is well-maintained										
Q2	The hotel restaurant is geared up with up-to-date equipment to maximize the service.										
Q3	Dining area are dry and clean.										
Q4	Hotel workers and cook look decent and well dressed.										
Q5	The hotel workers use information and communications technology to facilitate the service										

As a form of expression of my gratitude, please leave your Instagram ID and Whatsapp number if you wish. When my research is finished well and smoothly, hopefully by the end of this semester, I will give you an e-wallet voucher (Go-pay, DANA, ShopeePay) worth Rp. 50,000.00 for 10 lucky people. I will draw and inform the lucky person of this voucher using my Instagram account (@meldykim).

Instagram ID :

Whatsapp Number :

Appendix 8

Research Documentation



Data Collection Process from Hotel Guest

Appendix 9

Respondent Data

No	Email Address	Age	Occupation	Instagram ID	Whatsapp
1	dantinandajaenuristy@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>	dantiinanda	089655657354
2	theresiashella02@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>	theresiashella_	081310965803
3	adelachoirunnisa@gmail.com	18-25 years old	<i>Karyawan/Usaha Mandiri</i>	dlvnchh	083824098832
4	azmi.alfirano01@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>	Azmialfirano	081992944889
5	adrianbenedicto8@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		081327396642
6	fionatiurhana@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>	effttee	081312379910
7	dayaniratih@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		
8	ahsinazzi031@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>	Robby_azzi	083167630738

No	Email Address	Age	Occupation	Instagram ID	Whatsapp
9	spfadhilah@gmail.com	18-25 years old	Mahasiswa/Belum Bekerja	Spfadhilah	083838180402
10	belindacici@gmail.com	18-25 years old	Mahasiswa/Belum Bekerja	@belindacici	082113869726
11	natasyasalsabilla2000@gmail.com	18-25 years old	Mahasiswa/Belum Bekerja	technicolor30	081213522349
12	anjani.puspa@gmail.com	18-25 years old	Mahasiswa/Belum Bekerja	@puspaannn_	085797268020
13	m.dwipayana54@gmail.com	18-25 years old	Karyawan/Usaha Mandiri	muhammaddwipayana 54	081212167258
14	fauziah.regia@mhs.unsoed.ac.id	18-25 years old	Mahasiswa/Belum Bekerja	@floraefer	085220636477
15	yeseniaslsblaaazhr@gmail.com	18-25 years old	Mahasiswa/Belum Bekerja	yeseniaslsblaz	085336112100
16	gitathahirah26@gmail.com	18-25 years old	Mahasiswa/Belum Bekerja	Vwxyz_xyzhij	089608819707
17	daffamahanna21@gmail.com	18-25 years old	Mahasiswa/Belum Bekerja	M_daffa21	081222737314

No	Email Address	Age	Occupation	Instagram ID	Whatsapp
18	chanhenven123@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>	hendrawijaya110011	082119402678
19	ew52947@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>	Ewyyuni	085712355326
20	febbytetriani123@gmail.com	18-25 years old	<i>Karyawan/Usaha Mandiri</i>	fbytrni	089534052661 7
21	davidaprians@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>	-	-
22	azharasyivan@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>	@azharasn	082316427054
23	febriantims123@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>	Febrianti_ms	081280153698
24	salmaamandal18@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>	@_a.alxhls_	082158110321
25	Fanybels11@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		081376422642
26	intamina47@gmail.com	18-25 years old	<i>Karyawan/Usaha Mandiri</i>	@minaalf6690	085722310259

No	Email Address	Age	Occupation	Instagram ID	Whatsapp
27	riraalmirana@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		
28	fanniamarvela@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		
29	hildadebora7@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>	hildaheds	081375085265
30	bagusarmyka11@gmail.com	18-25 years old	<i>Karyawan/Usaha Mandiri</i>	Bagus armyka	087809194205
31	estermegamutiara@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>	@estermutiara	082124998109
32	yoseuherawati18@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>	Ysheraaa	082112441776
33	leonardusbrandonluwianto@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		089927088363
34	abramdanendralegowo@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		081418361987
35	muhammadsulthon@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		085970371771

No	Email Address	Age	Occupation	Instagram ID	Whatsapp
36	dewilenjaniputri@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		089680371600
37	pandupamungkascahyowaskitho@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		081812174339
38	heronimusravhelezaputrachana@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		085840385652
39	budijayasantoso@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		081942281310
40	ajengpuspitaningtyas@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		087647162163
41	mutiarasafitritaliayulia@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>	081464986511	
42	michaelradityakrisnadhi@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		085570512897
43	adindaberlin@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		089079405345
44	ayumanarihartatidapina@gmail.com	34-51 years old	<i>Karyawan/Usaha Mandiri</i>		081935968143

No	Email Address	Age	Occupation	Instagram ID	Whatsapp
45	danielcalvinsetiawan@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		081332549603
46	bintangadhiprasetya@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		089295796655
47	qonitarahma@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		087410683958
48	richardkurniawandavidson@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		085105718945
49	jelitaauraandani@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		089339686604
50	milaayya@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>	081621366119	
51	ayudyahmanwar@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		089575878693
52	dyahtutik@gmail.com	34-51 years old	<i>Karyawan/Usaha Mandiri</i>		081545015572
53	fikryauliatirta@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		085021566101

No	Email Address	Age	Occupation	Instagram ID	Whatsapp
54	dwikamiftahulqohar@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>	081234868836	
55	sindhuramadhan@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		081242646588
56	harjunosetyawan@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		081782003547
57	adindaberlinantikasari@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		085628647812
58	desintyaromadhonanurbaiti@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		089869108007
59	faradellarahmawati@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		089923866040
60	hestifebrianilistyaningrum@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		089169099087
61	haidarputrafirdaus@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		087606238702
62	putriprasastichayingtyas@gmail.com	34-51 years old	<i>Karyawan/Usaha Mandiri</i>		081893846726

No	Email Address	Age	Occupation	Instagram ID	Whatsapp
63	muhammadnabiellirawanputra@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		081033385215
64	audisatriapradana@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		087691279792
65	muhammadnurnataprawira@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		089599137722
66	jesicameisabani@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		089599994387
67	raisayahartono@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>	081588019344	
68	asyifaamaliasamsuri@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		089890665236
69	tituskurniawansandypurwanto@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		081952526603
70	jihanshabrinamauludia@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		085686388317
71	kaniaquinnycarristia@gmail.com	34-51 years old	<i>Karyawan/Usaha Mandiri</i>		089810809443

No	Email Address	Age	Occupation	Instagram ID	Whatsapp
72	nathanarisoetopo@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		081029928645
73	rizalajipurbadinata@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		081509752645
74	kharismashintadewi@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		081071071813
75	rehanuraljawi@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		089942186286
76	klaudiusandhikatjiputra@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>	085467713383	
77	karimah411@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		089710444306
78	brillianraiszhulfirdaus@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		087054778493
79	ignatiadeaameliak@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		081327898426
80	luthfiananurulizzah@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		085399355020

No	Email Address	Age	Occupation	Instagram ID	Whatsapp
81	indahnugraheni@gmail.com	34-51 years old	<i>Karyawan/Usaha Mandiri</i>		089980498860
82	davemikhailalloysius@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		087278116943
83	setyamahendra@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		081802348088
84	hansenidden@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		081677043421
85	saniaauliarahmah@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		081286714830
86	monicadiniwijayanti@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		089101485450
87	fikrinagataadi@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		089412986200
88	ajengpuspaningtyaspb@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		081386205647
89	nurulhanifa@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>	085999799894	

No	Email Address	Age	Occupation	Instagram ID	Whatsapp
90	joditridharmaprasetyo@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		085054226325
91	ardhiasekarathi@gmail.com	34-51 years old	<i>Karyawan/Usaha Mandiri</i>		089323377349
92	tabithaelianarahmakumala@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		089979101613
93	thEOFANIBERLIANHIKMATASMARA4@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		081989949752
94	divandaaurorasuryoagatha@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		081284976192
95	rizaqfaidhulhisn@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		089827210758
96	graciawidipalimirma3@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>	085690972313	
97	yearioendriano@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		087007203571
98	stevenvenaya@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		081247150575

No	Email Address	Age	Occupation	Instagram ID	Whatsapp
99	aswinorlandodaniati@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		081645673775
100	bagussusila10@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		085365206118
101	nathaniaalycianugroho@gmail.com	34-51 years old	<i>Karyawan/Usaha Mandiri</i>		089355351161
102	josiareinhartchristiano@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		081201331403
103	zakydinusantosa@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		089683877386
104	theodoreamadeuspakpahan@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		089461100874
105	yonatankristianbararista@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		087483673258
106	rizkyadityapratama@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		081705046098
107	finasalma@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		089811174924

No	Email Address	Age	Occupation	Instagram ID	Whatsapp
108	anastasyarebeccaputri@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>	081105492889	
109	bilqissyifarufaida@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		085157085758
110	fitrohtuzwystaputri@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		085625944183
111	janepatriciaputri@gmail.com	34-51 years old	<i>Karyawan/Usaha Mandiri</i>		089998047255
112	sephialadaniastyazzahra@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>	085154969737	
113	rexaorisa77@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		089193096120
114	reidiatamaavianoagathara@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		081195377057
115	deanovafitriandaru@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		081789262583
116	alfiranalawahizh@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		081940184757

No	Email Address	Age	Occupation	Instagram ID	Whatsapp
117	jennyrachmaifada@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		081892617217
118	naufalfirdausprastomo@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		085684787863
119	richoedgarbriandira@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		089411007279
120	clarisanesyantalia@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		087708835934
121	pramestisetyaningtyas@gmail.com	34-51 years old	<i>Karyawan/Usaha Mandiri</i>		089238145066
122	bagusmahendra@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		089195418657
123	rossaagustinsetyoningrum@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>	085429524422	
124	ahmadhusein@gmail.com	26-33 years old	<i>Karyawan/Usaha Mandiri</i>		089321191163
125	ronaldbagusadithferdianto@gmail.com	18-25 years old	<i>Mahasiswa/Belum Bekerja</i>		081208811010

No	Email Address	Age	Occupation	Instagram ID	Whatsapp
126	catherinenatasya@gmail.com	18-25 years old	Mahasiswa/Belum Bekerja		081525397439
127	ebenhezerchristiancahyonugroho@gmail.com	18-25 years old	Mahasiswa/Belum Bekerja		085708773796
128	chessafannyekasiwi@gmail.com	18-25 years old	Mahasiswa/Belum Bekerja		087619888667
129	ryankusnadi@gmail.com	18-25 years old	Mahasiswa/Belum Bekerja		081907823226
130	divaannisafebecca@gmail.com	26-33 years old	Karyawan/Usaha Mandiri		081838297983
131	sekarsyafirapradautami@gmail.com	34-51 years old	Karyawan/Usaha Mandiri		089312526872

Appendix 10

Table r Product Moment

Tabel r

N	Taraf Signif		N	Taraf Signif		N	Taraf Signif	
	5%	1%		5%	1%		5%	1%
3	0,997	0,999	27	0,381	0,487	55	0,266	0,345
4	0,950	0,990	28	0,374	0,478	60	0,254	0,330
5	0,878	0,959	29	0,387	0,470	65	0,244	0,317
6	0,811	0,817	30	0,361	0,463	70	0,235	0,306
7	0,754	0,874	31	0,355	0,456	75	0,227	0,296
8	0,707	0,834	32	0,349	0,449	80	0,220	0,288
9	0,668	0,798	33	0,344	0,442	85	0,213	0,278
10	0,632	0,765	34	0,339	0,436	90	0,207	0,270
11	0,602	0,735	35	0,334	0,430	95	0,202	0,263
12	0,576	0,708	36	0,329	0,424	100	0,195	0,256
13	0,553	0,684	37	0,325	0,418	125	0,178	0,230
14	0,532	0,661	38	0,320	0,413	150	0,159	0,210
15	0,514	0,641	39	0,316	0,408	175	0,148	0,194
16	0,497	0,623	40	0,312	0,403	200	0,138	0,181
17	0,482	0,606	41	0,308	0,398	300	0,113	0,148
18	0,468	0,590	42	0,304	0,393	400	0,098	0,128
19	0,456	0,575	43	0,301	0,389	500	0,088	0,115
20	0,444	0,561	44	0,297	0,384	600	0,080	0,105
21	0,433	0,549	45	0,294	0,380	700	0,074	0,097
22	0,423	0,537	46	0,291	0,378	800	0,070	0,091
23	0,413	0,526	47	0,288	0,372	900	0,065	0,086
24	0,404	0,515	48	0,284	0,368	1000	0,062	0,081
25	0,396	0,505	49	0,281	0,364			
26	0,388	0,496	50	0,279	0,361			

Sumber: Sugiyono (1999). Metode Penelitian Bisnis. Bandung: Alfabeta