

LAMPIRAN 1 :

QUESTIONER

**I. Personal Respondent Data
Data Pribadi Responden**

1. Sex :

Jenis Kelamin

Male

Pria

Female

Wanita

2. Age : years

Usia

3. Origin Country :

Asal Negara

Indonesia

.....

4. Have you stayed in Graha Santika before?

Apakah anda pernah tinggal di hotel Graha Santika sebelumnya?

Yes

No

II. Write your Ideal (symbol with " I ") dan Belief (symbol with " B ") toward marketing mix attributes at Graha Santika Hotel In Semarang into columns provided on each questions

Tuliskan Ideal (dengan tanda " I ") dan Belief (dengan tanda " B ") Anda untuk masing-masing atribut bauran pemasaran hotel Graha Santika Semarang, pada kolom-kolom yang tersedia

Explanations :

Keterangan

Ideal (I) : Your hope/wish toward attributes provided at Graha Santika Hotel in Semarang.

Harapan/keinginan anda terhadap atribut-atribut yang ada pada hotel Graha Santika Semarang.

Belief (B) : Your belief toward attributes provided at Graha Santika Hotel in Semarang.

Keyakinan anda terhadap atribut-atribut yang ada pada hotel Graha Santika Semarang.

Attribute of Product

Atribut Produk

01. Service

Pelayanan

Score : 1 2 3 4 5 6 7

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Excellent Sangat Baik Very Bad Sangat Buruk

02. Room Condition

Kondisi Kamar

Score : 1 2 3 4 5 6 7

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Excellent Sangat Baik Very Bad Sangat Buruk

03. Room Cleanliness

Kebersihan Kamar

Score : 1 2 3 4 5 6 7

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Excellent Sangat Baik Very Bad Sangat Buruk

04. Safety

Keamamanan

Score : 1 2 3 4 5 6 7

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Excellent Sangat Baik Very Bad Sangat Buruk

05. Silence

Ketenangan

Score : 1 2 3 4 5 6 7

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Excellent Sangat Baik Very Bad Sangat Buruk

06. Other facilities (restaurant, cafe, swimming pool)

Fasilitas Lain (restoran, kafe, kolam renang)

Score : 1 2 3 4 5 6 7

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Excellent Sangat Baik Very Bad Sangat Buruk

Attribute of Price

Atribut Harga

07. Room Tariff

Tarif Kamar

Score : 1 2 3 4 5 6 7

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Very Cheap Sangat Murah Very Expensive Sangat Mahal

Attribute of Promotion

Atribut Promosi

08. *Discount*

Potongan Harga

Score : 1 2 3 4 5 6 7

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Very Much Sangat Banyak Very Few Sangat Sedikit

09. *Advertising*

Iklan

Score : 1 2 3 4 5 6 7

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Very Interesting Sangat Menarik Very Uninteresting Sangat Tidak Menarik

Attribute of Place

Atribut Tempat

10. *Hotel Location*

Lokasi Hotel

Score : 1 2 3 4 5 6 7

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Very Strategis Sangat Strategis Very Unstrategis Sangat Tidak Strategis

iii. **Put number 1 for the most important rank up to number 10 for the most unimportant for the attributes below :**

Berikan urutan yang paling penting diberi nomor 1 sampai dengan paling tidak penting diberi nomor 10 untuk atribut-atribut dibawah ini

- Service*
Pelayanan
- Room Condition*
Kondisi kamar
- Room Cleanliness*
Kebersihan kamar
- Safety*
Keamanan
- Silence*
Ketenangan
- Other Facilities (restaurant, cafe, swimming pool)*
Fasilitas lain (restauran, kafe, kolam renang)
- Room Tariff*
Tarif kamar
- Discount*
Potongan harga
- Advertising*
Iklan
- Hotel Location*
Lokasi Hotel

LAMPIRAN 2: 166

Tabulasi Data Skor Jawaban Ideal dan Belief Responden

Res	IDEAL										BELIEF									
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
1	2	2	2	2	1	1	5	6	1	6	2	1	1	2	1	3	5	1	1	1
1	2	2	2	2	3	3	2	3	2	5	1	1	1	1	1	1	2	2	1	2
1	2	2	2	1	1	2	4	4	2	3	1	1	2	3	1	1	1	1	1	1
1	3	2	2	1	1	2	2	1	2	3	1	2	3	1	2	1	3	1	3	2
1	2	1	2	1	2	2	2	5	2	2	1	2	1	4	1	1	1	2	1	1
1	4	2	2	4	1	1	5	6	2	4	1	1	1	1	1	3	1	1	1	2
1	2	1	2	2	3	1	2	2	1	2	1	2	1	1	1	2	1	2	1	1
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1	3	2	2	2	1	1	2	2	1	4	2	1	1	2	1	1	5	2	1	1
1	1	2	2	4	2	1	3	2	2	2	2	1	4	1	1	3	6	1	1	1
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1	1	2	1	2	1	2	2	4	1	2	1	1	2	3	1	1	2	2	2	1
1	2	1	1	2	4	1	2	2	2	5	1	3	1	1	2	1	1	1	1	1
1	1	2	2	1	2	1	1	1	2	1	2	1	2	2	2	3	2	2	2	3
1	1	1	2	4	2	2	1	6	2	1	1	2	2	1	1	1	1	2	1	2
1	1	2	2	1	1	1	2	1	3	2	1	1	1	1	1	2	1	1	2	1
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1	1	2	3	1	1	2	3	3	1	1	1	1	2	1	1	1	1	2	1	2
1	3	1	1	2	1	1	2	1	5	6	1	2	1	1	1	6	1	1	2	1

LAMPIRAN 2: (Lanjutan)

Res	IDEAL										BELIEF									
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
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1	1	1	1	2	2	1	1	6	1	2	2	2	2	2	1	4	3	1	2	1
1	1	3	2	1	2	2	1	5	2	3	1	1	4	1	2	1	1	1	1	1
1	1	1	2	1	1	1	1	6	1	2	1	3	1	3	1	5	1	1	4	1
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1	1	2	2	1	4	1	1	5	2	1	1	1	2	1	1	2	3	1	1	4
1	1	2	1	1	2	1	3	2	2	2	2	1	1	3	2	3	1	2	1	1
1	1	1	1	3	1	2	2	6	4	1	1	2	4	1	1	1	1	1	1	2
1	1	1	3	1	1	3	1	2	1	2	1	2	3	1	1	1	2	2	1	2
1	2	2	1	2	2	5	1	3	1	2	2	1	2	1	1	1	2	1	1	1
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1	1	1	1	1	1	2	1	1	1	2	1	1	1	2	2	1	2	5	1	1
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2	2	3	3	2	3	4	6	4	2	3	1	1	1	1	1	1	1	1	1	1
2	1	2	1	1	2	2	1	2	1	6	1	1	2	5	2	1	2	1	4	2
2	1	1	2	2	1	1	1	2	2	1	1	3	1	1	1	2	2	1	5	3
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2	1	1	1	1	1	5	1	2	2	2	1	2	2	3	2	1	2	1	1	1
2	2	2	2	2	2	2	1	3	3	2	1	1	4	1	1	1	1	2	1	1
2	2	2	2	3	3	3	2	1	1	2	1	1	1	1	1	1	2	2	2	1
2	1	1	2	1	2	1	1	3	1	3	1	5	1	3	2	1	1	1	1	2
2	2	1	2	2	2	1	1	1	1	2	2	3	2	1	1	2	2	1	2	1
2	2	2	2	1	2	2	2	2	3	1	1	1	1	4	2	1	3	1	1	3
2	2	2	2	2	2	2	2	2	2	3	2	1	1	3	2	1	1	3	1	1
2	3	2	1	5	5	2	6	4	3	2	1	1	1	1	1	1	6	2	2	1
2	3	2	2	1	2	3	1	3	4	1	1	1	1	1	2	1	1	1	2	1
2	3	2	4	4	1	1	2	1	4	1	1	2	1	1	3	3	2	3	1	3
2	1	1	1	2	2	2	2	2	2	4	2	1	2	1	1	1	1	1	1	1
2	2	2	1	2	1	2	1	1	2	1	1	1	1	1	2	1	3	1	2	2
2	1	2	1	2	2	2	1	2	2	2	3	1	4	1	2	1	2	1	1	1
2	3	2	3	2	2	3	1	4	3	3	1	2	3	1	3	1	1	1	1	1

LAMPIRAN 2: (Lanjutan)

Res	IDEAL										BELIEF									
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
2	4	3	2	3	2	2	2	4	4	1	1	2	1	1	2	5	1	1	2	3
2	1	2	2	1	1	1	1	1	2	1	1	1	3	1	4	2	1	2	5	6
2	2	1	3	1	3	2	1	1	2	2	1	1	1	1	1	1	1	3	2	2
2	5	3	2	4	2	4	1	3	6	5	2	1	1	1	1	2	1	1	1	1
2	3	3	4	3	2	3	2	2	3	2	1	1	2	1	1	1	2	1	1	2

Sumber : Data primer yang diolah

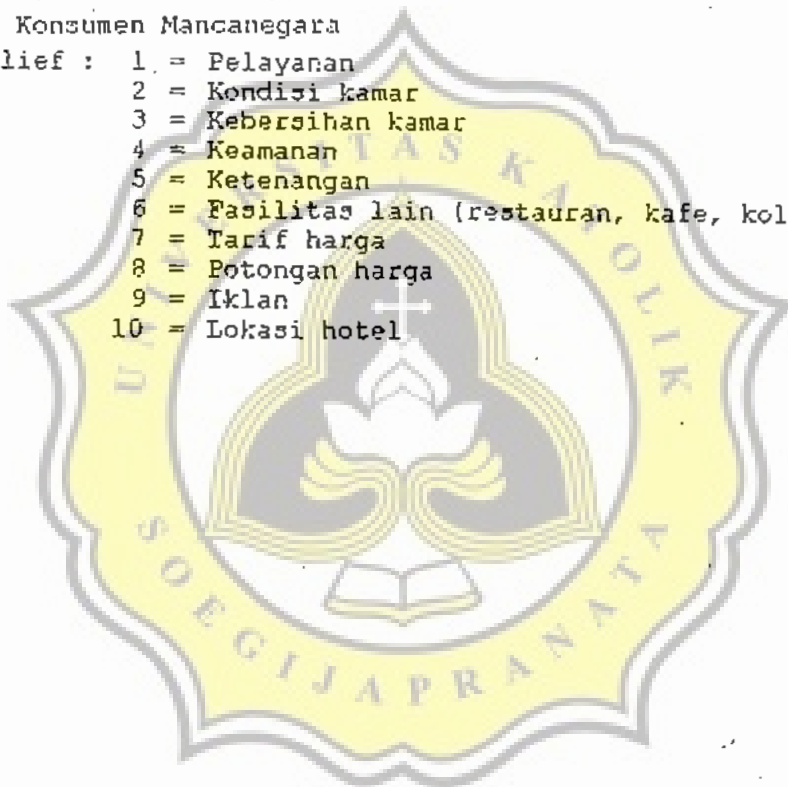
Keterangan :

Reponden 1 = Konsumen Domestik

2 = Konsumen Mancanegara

Ideal dan Belief :

- 1 = Pelayanan
- 2 = Kondisi kamar
- 3 = Kebersihan kamar
- 4 = Keamanan
- 5 = Ketenangan
- 6 = Fasilitas lain (restauran, kafe, kolam renang)
- 7 = Tarif harga
- 8 = Potongan harga
- 9 = Iklan
- 10 = Lokasi hotel



LAMPIRAN 3 :

Urutan Tingkat Kepentingan

Atribut Bauran Pemasaran	Urutan tingkat kepentingan										Jumlah	Skor	Urutan
	1	2	3	4	5	6	7	8	9	10			
Pelayanan	45	22	19	3	3	3	0	0	0	0	100	211	1
Kondisi kamar	12	23	39	10	7	7	2	0	0	0	100	306	2
Kebersihan kamar	9	18	16	21	15	8	7	4	2	0	100	399	3
Keatmanan	4	11	8	23	29	9	4	4	5	3	100	476	5
Kelenangan	15	10	9	18	11	33	2	2	0	0	100	417	4
Fasilitas lain	4	5	5	5	2	16	15	16	16	14	100	690	7
Tarif kamar	11	11	2	1	27	2	36	3	4	3	100	532	6
Pelangan harga	0	0	2	11	3	2	22	30	12	18	100	759	8
Relan	0	0	0	0	1	18	5	29	43	4	100	807	9
Lokasi hotel	0	0	0	3	2	2	7	12	16	58	100	905	10

Sumber : Data primer yang diolah

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LAMPIRAN 3 : (lanjutan)

Urutan Tingkat Kepentingan Menurut Konsumen Domestik

Atribut Bauran Pemasaran	Urutan tingkat kepentingan										Jumlah	Skor	Urutan
	1	2	3	4	5	6	7	8	9	10			
Pelayanan	1	2	3	4	5	6	7	8	9	10	75	148	1
Kondisi kamar	35	18	16	3	1	2	0	0	0	0	75	237	2
Kebersihan Kamar	5	17	34	8	4	5	2	0	0	0	75	306	3
Kamaran	3	16	12	18	11	5	4	4	2	0	75	306	3
Ketenangan	1	9	6	20	23	5	2	2	4	3	75	353	5
Fasilitas lain	11	8	3	15	9	25	2	2	0	0	75	321	4
Tarif kamar	1	3	1	0	2	16	9	11	18	14	75	569	7
Potongan harga	8	5	2	1	21	0	30	3	4	1	75	413	6
Ikian	0	0	2	6	2	2	17	25	10	11	75	571	8
Lokasi hotel	0	0	0	0	1	11	0	26	35	2	75	814	9
	0	0	0	2	2	1	4	6	11	49	75	689	10

Sumber : Data primer yang diolah

LAMPIRAN 3 : (lanjutan)

Urutan Tingkat Kepentingan Menurut Konsumen Mancanegara

Atribut Bauran Pemasaran	Urutan tingkat kepentingan										Jumlah	Skor	Urutan
	1	2	3	4	5	6	7	8	9	10			
Pelayanan	10	4	3	3	2	1	0	0	0	0	25	63	1
Kondisi kamar	7	6	5	2	3	2	0	0	0	0	25	69	2
Kebersihan Kamar	6	2	4	3	4	3	0	0	0	0	25	93	3
Kamaran	3	2	2	3	6	4	2	2	1	0	25	118	5
Keterangan	4	2	6	3	2	8	0	0	0	0	25	96	4
Fasilitas lain	3	2	4	5	0	0	6	5	0	0	25	121	7
Tarif kamar	3	6	0	0	6	2	6	0	0	2	25	119	6
Potongan harga	0	0	0	5	1	0	5	5	2	7	25	188	8
Iklan	0	0	0	0	0	7	5	3	8	2	25	196	9
Lokasi hotel	0	0	0	1	0	1	3	6	5	9	25	214	10

Sumber : Data primer yang diolah

LAMPIRAN 4 :

Perhitungan Sikap Konsumen

Res	Ideal - Belief										Ideal - Belief X Bobot										Ab
	1	2	3	4	5	6	7	8	9	10	18	16	15	11	13	7	9	5	4	2	
1	0	1	1	0	0	2	0	5	0	5	0	16	15	0	0	14	0	25	0	10	60
1	1	1	1	1	2	2	0	1	1	3	18	16	15	11	26	14	0	5	4	6	115
1	1	1	0	2	0	1	3	3	1	2	18	16	0	22	0	7	27	15	4	4	113
1	2	0	1	0	1	1	1	0	1	1	36	0	15	0	13	7	9	0	4	2	86
1	1	1	1	3	1	1	1	3	1	1	18	16	15	33	13	7	9	15	4	2	132
1	3	1	1	3	0	2	4	5	1	2	54	16	15	33	0	14	36	25	4	4	201
1	1	1	1	1	2	1	1	0	0	1	18	16	15	11	26	7	9	0	0	2	104
1	1	1	1	1	0	2	2	0	0	3	18	16	15	11	0	14	18	0	0	6	98
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1	1	1	2	3	1	2	3	1	1	1	18	16	30	33	13	14	27	5	4	2	162
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1	1	1	3	0	0	1	0	1	1	3	18	16	45	0	0	7	0	5	4	6	101
1	0	3	1	1	0	2	2	0	3	5	0	48	15	11	0	14	18	0	12	10	128
1	1	1	1	2	0	1	2	3	1	1	18	16	15	22	0	7	18	15	4	2	117
1	1	2	1	2	0	1	2	2	1	4	18	32	15	22	0	7	18	10	4	8	134
1	2	1	3	0	1	0	1	1	2	2	36	16	45	0	13	0	9	5	8	4	136
1	0	2	0	0	0	1	1	1	1	2	0	32	0	0	0	7	9	5	4	4	61
1	1	1	0	0	0	1	0	0	2	2	18	16	0	0	0	7	0	0	8	4	53
1	0	1	1	1	0	0	2	0	0	2	0	16	15	11	0	0	18	0	0	4	64
1	0	1	0	1	0	2	1	1	1	1	0	16	0	11	0	14	9	5	4	2	61
1	0	1	1	1	0	2	1	0	0	3	0	16	15	11	0	14	9	0	0	6	71
1	1	0	1	1	1	4	1	2	0	5	18	0	15	11	13	28	9	10	0	10	114
1	0	1	1	1	0	1	0	2	1	1	0	16	15	11	0	7	0	10	4	2	65
1	1	2	0	1	2	0	1	1	1	4	18	32	0	11	26	0	9	5	4	8	113
1	1	1	0	1	0	2	1	1	0	2	18	16	0	11	0	14	9	5	0	4	77
1	0	1	0	3	1	1	0	4	1	1	0	16	0	33	13	7	0	20	4	2	95
1	0	1	1	0	0	1	1	0	1	1	0	16	15	0	0	7	9	0	4	2	53
1	1	1	0	1	1	1	2	5	1	1	18	16	0	11	13	7	18	25	4	2	114
1	0	1	4	0	1	2	1	0	0	3	0	16	60	0	13	14	9	0	0	6	118
1	1	1	0	1	0	4	0	2	1	5	18	18	0	11	0	28	0	10	4	10	97
1	1	1	1	4	0	3	1	0	1	0	18	16	15	44	0	21	9	0	4	0	127
1	1	1	1	1	0	1	0	3	0	1	18	16	15	11	0	7	0	15	0	2	84
1	1	0	0	3	0	1	0	2	0	1	18	0	0	33	0	7	0	10	0	2	70
1	0	0	0	2	0	1	1	1	4	1	0	0	0	22	0	7	9	5	16	2	61
1	1	1	1	2	0	1	0	1	2	2	18	16	15	22	0	7	0	5	8	4	95
1	0	1	1	1	0	3	1	2	0	1	0	16	15	11	0	21	9	10	0	2	84
1	1	2	0	1	1	1	1	2	1	4	18	32	0	11	13	7	9	10	4	8	112
1	1	0	1	1	1	1	0	1	1	2	18	0	15	11	13	7	0	5	4	4	77
1	1	1	1	1	1	1	4	4	2	1	18	16	15	11	13	7	36	20	8	2	146
1	1	1	0	1	1	1	0	5	0	1	18	16	0	11	13	7	0	25	0	2	92
1	0	1	1	1	0	1	0	2	0	2	0	16	15	11	0	7	0	10	0	4	63
1	1	1	2	0	0	2	1	1	1	2	18	16	30	0	0	14	9	5	4	4	100
1	1	2	1	0	0	1	2	2	0	0	18	32	15	0	0	7	18	10	0	0	100
1	2	1	1	1	1	1	1	0	0	1	36	16	15	11	13	7	9	0	0	2	109
1	0	1	0	3	2	1	0	5	1	2	0	16	0	33	26	7	0	25	4	4	115
1	0	1	1	0	0	1	2	1	0	1	0	16	15	0	0	7	18	5	0	2	63
1	2	1	0	1	0	5	1	0	3	5	36	16	0	11	0	35	9	0	12	10	129

Lampiran : 4 (Lanjutan)

Res	Ideal - Belief										Ideal - Belief X Bobot										Ab
	1	2	3	4	5	6	7	8	9	10	18	16	15	11	13	7	9	5	4	2	
1	3	1	0	2	0	1	1	0	2	3	54	16	0	22	0	7	9	0	6	6	122
1	1	0	1	1	1	1	0	0	1	1	18	0	15	11	13	7	0	0	4	2	70
1	0	1	1	1	0	2	1	4	1	0	0	16	15	11	0	14	9	20	4	0	89
1	1	1	1	0	1	3	2	5	1	1	18	16	15	0	13	21	18	25	4	2	132
1	0	2	2	0	0	1	0	4	1	2	0	32	30	0	0	7	0	20	4	4	97
1	0	2	1	2	0	4	0	5	3	1	0	32	15	22	0	28	0	25	12	2	136
1	1	1	1	1	1	1	0	1	1	1	18	16	15	11	13	7	0	5	4	2	91
1	1	1	0	1	1	4	1	2	0	2	18	16	0	11	13	28	9	10	0	4	109
1	0	1	0	0	3	1	2	4	1	3	0	16	0	0	39	7	18	20	4	6	110
1	1	1	0	2	0	2	2	0	1	1	18	16	0	22	0	14	18	0	4	2	94
1	0	1	3	2	0	1	1	5	3	1	0	16	45	22	0	7	9	25	12	2	138
1	0	1	0	0	0	2	1	0	0	0	0	16	0	0	0	14	9	0	0	0	39
1	0	1	1	1	1	4	1	2	0	1	0	16	15	11	13	28	9	10	0	2	104
1	0	2	1	3	1	1	1	2	3	1	0	32	15	33	13	7	9	10	12	2	133
1	1	3	1	0	1	1	2	1	1	1	18	48	15	0	13	7	18	5	4	2	130
1	1	1	1	1	0	1	1	0	1	2	18	16	15	11	0	7	9	0	4	4	84
1	3	0	1	1	1	3	1	3	1	1	54	0	15	11	13	21	9	15	4	2	144
1	0	0	0	1	1	1	1	4	0	1	0	0	0	11	13	7	9	20	0	2	62
1	0	2	0	1	0	1	1	0	2	3	0	32	0	11	0	7	9	0	8	6	73
1	1	1	0	1	0	3	3	2	0	3	18	16	0	11	0	21	27	10	0	6	109
1	0	2	0	2	0	1	1	0	1	2	0	32	0	22	0	7	9	0	4	4	78
1	0	1	2	0	0	2	0	1	4	3	0	16	30	0	0	14	0	5	16	6	87
1	0	1	1	1	1	4	0	0	2	5	0	16	15	11	13	28	0	0	8	10	101
1	1	1	1	1	0	1	1	4	1	0	18	16	15	11	0	7	9	20	4	0	100
1	0	1	1	0	1	1	3	1	1	3	0	16	15	0	13	7	27	5	4	6	93
1	1	0	0	0	0	1	1	1	1	0	18	0	0	0	0	7	9	5	4	0	43
1	1	1	1	1	0	2	1	5	2	1	18	16	15	11	0	14	9	25	8	2	118
1	1	1	1	1	1	1	2	1	2	0	18	16	15	11	13	7	18	5	8	0	111
2	2	1	2	2	1	2	0	1	1	1	36	16	30	22	13	14	0	5	4	2	142
2	1	2	2	1	2	3	5	3	1	2	18	32	30	11	26	21	45	15	4	4	206
2	0	1	1	4	0	1	1	1	3	4	0	16	15	44	0	7	9	5	12	8	116
2	0	2	1	1	0	1	1	1	3	2	0	32	15	11	0	7	9	5	12	4	95
2	1	2	1	0	0	3	2	0	1	0	18	32	15	0	0	21	18	0	4	0	108
2	1	1	1	1	1	1	2	2	1	2	18	16	15	11	13	7	18	10	4	4	116
2	0	1	1	2	1	4	1	1	1	1	0	16	15	22	13	28	9	5	4	2	114
2	1	1	2	1	1	1	0	1	2	1	18	16	30	11	13	7	0	5	8	2	110
2	1	1	1	2	2	2	0	1	1	1	18	16	15	22	26	14	0	5	4	2	122
2	0	4	1	2	0	0	0	2	0	1	0	64	15	22	0	0	0	10	0	2	113
2	0	2	0	1	1	1	1	0	1	1	0	32	0	11	13	7	9	0	4	2	78
2	1	1	1	3	0	1	1	1	2	2	18	16	15	33	0	7	9	5	8	4	115
2	1	1	1	0	1	1	1	1	2	1	18	16	15	0	13	7	9	5	8	2	93
2	2	1	0	4	4	1	0	2	1	1	36	16	0	44	52	7	0	10	4	2	171
2	2	1	1	0	0	2	0	2	2	0	36	16	15	0	0	14	0	10	8	0	99
2	2	0	3	3	2	2	0	2	3	2	36	0	45	33	26	14	0	10	12	4	180
2	1	0	1	1	1	1	1	1	1	3	18	0	15	11	13	7	9	5	4	6	88
2	1	1	0	1	1	1	2	0	0	1	18	16	0	11	13	7	18	0	0	2	85
2	2	1	3	1	0	1	1	1	1	1	36	16	45	11	0	7	9	5	4	2	135
2	2	0	0	1	1	2	0	3	2	2	36	0	0	11	13	14	0	15	8	4	101

Lampiran : 4 (Lanjutan)

Res	Ideal - Belief										Ideal - Belief X Bobot										Ab
	1	2	3	4	5	6	7	8	9	10	18	16	15	11	13	7	9	5	4	2	
2	3	1	1	2	0	3	1	3	2	2	54	16	15	22	0	21	9	15	8	4	164
2	0	1	1	0	3	1	0	1	3	5	0	16	15	0	39	7	0	5	12	10	104
2	1	0	2	0	2	1	0	2	0	0	18	0	30	0	26	7	0	10	0	0	91
2	3	2	1	3	1	2	0	2	5	4	54	32	15	33	13	14	0	10	20	8	199
2	2	2	2	2	1	2	0	1	2	0	36	32	30	22	13	14	0	5	8	0	160
	0.86	1.1	0.92	1.19	0.63	1.59	1.04	1.69	1.19	1.81	15.48	17.6	13.8	13.09	8.19	11.13	9.36	8.45	4.76	3.62	105.48

Sumber : Data primer yang diolah



LAMPIRAN 5 :

HYPOTHESIS TESTS FOR MEANS

DIFFERENCE BETWEEN TWO GROUP MEANS: KNOWN VARIANCE

	GROUP 1	GROUP 2
MEAN =	99.2400	124.2000
STD. DEV. =	29.2708	36.1121
N =	75	25
	DIFFERENCE =	-24.9600
STD. ERROR OF DIFFERENCE =		7.9741
Z =	-3.1301	

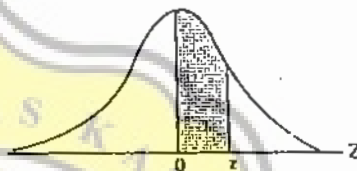


LAMPIRAN 6 :

Lampiran

TABEL 1 Luas kurva normal standar

Tabel ini memberikan proporsi (probabilitas) yang terdapat di bawah seluruh kurva antara $Z = 0$ sampai dengan nilai positif Z tertentu. Luas bagi nilai negatif Z diperoleh dengan menggunakan asas simetri.



Z	.00	.01	.02	.03	.04	.05	.06	.07	.08	.09
0.0	.0000	.0040	.0080	.0120	.0160	.0199	.0239	.0279	.0319	.0359
0.1	.0398	.0438	.0478	.0517	.0557	.0596	.0636	.0675	.0714	.0753
0.2	.0793	.0832	.0871	.0910	.0948	.0987	.1026	.1064	.1103	.1141
0.3	.1179	.1217	.1255	.1293	.1331	.1368	.1406	.1443	.1480	.1517
0.4	.1554	.1591	.1628	.1664	.1700	.1736	.1772	.1808	.1844	.1879
0.5	.1915	.1950	.1985	.2019	.2054	.2088	.2123	.2157	.2190	.2224
0.6	.2257	.2291	.2324	.2357	.2389	.2422	.2454	.2486	.2518	.2549
0.7	.2580	.2612	.2642	.2673	.2704	.2734	.2764	.2794	.2823	.2852
0.8	.2881	.2910	.2939	.2967	.2995	.3023	.3051	.3078	.3106	.3133
0.9	.3159	.3186	.3212	.3238	.3264	.3289	.3315	.3340	.3365	.3389
1.0	.3413	.3438	.3461	.3485	.3508	.3531	.3554	.3577	.3599	.3621
1.1	.3643	.3665	.3686	.3707	.3729	.3749	.3770	.3790	.3810	.3830
1.2	.3849	.3869	.3888	.3907	.3925	.3944	.3962	.3980	.3997	.4015
1.3	.4032	.4049	.4066	.4082	.4099	.4115	.4131	.4147	.4162	.4177
1.4	.4192	.4207	.4222	.4236	.4251	.4265	.4279	.4292	.4306	.4319
1.5	.4332	.4345	.4357	.4370	.4382	.4394	.4406	.4418	.4429	.4441
1.6	.4452	.4463	.4474	.4484	.4495	.4505	.4515	.4525	.4535	.4545
1.7	.4554	.4564	.4573	.4582	.4591	.4599	.4608	.4616	.4625	.4633
1.8	.4641	.4649	.4656	.4664	.4671	.4678	.4685	.4693	.4699	.4706
1.9	.4713	.4719	.4726	.4732	.4738	.4744	.4750	.4756	.4761	.4767
2.0	.4772	.4778	.4783	.4788	.4793	.4798	.4803	.4808	.4812	.4817
2.1	.4821	.4826	.4830	.4834	.4838	.4842	.4846	.4850	.4854	.4857
2.2	.4861	.4864	.4868	.4871	.4875	.4878	.4881	.4884	.4887	.4890
2.3	.4893	.4896	.4898	.4901	.4904	.4906	.4909	.4911	.4913	.4916
2.4	.4918	.4920	.4922	.4925	.4927	.4929	.4931	.4932	.4934	.4936
2.5	.4938	.4940	.4941	.4943	.4945	.4946	.4948	.4949	.4951	.4952
2.6	.4953	.4955	.4956	.4957	.4959	.4960	.4961	.4962	.4963	.4964
2.7	.4965	.4966	.4967	.4968	.4969	.4970	.4971	.4972	.4973	.4974
2.8	.4974	.4975	.4976	.4977	.4977	.4978	.4979	.4979	.4980	.4981
2.9	.4981	.4982	.4982	.4983	.4984	.4984	.4985	.4985	.4986	.4986
3.0	.4987	.4987	.4987	.4988	.4988	.4989	.4989	.4990	.4990	.4990

Sumber: Paul C. Hoel and Raymond T. Tessen: *Basic Statistics for Business and Economics*: Table IV: *Areas of a Standard Normal Distribution* Izin Penerbit: John Wiley and Sons, Inc. New York, U.S.A.

LAMPIRAN 8 :

TABEL NILAI-NILAI r PRODUCT MOMENT

N	Taraf Signif		N	Taraf Signif		N	Taraf Signif	
	5%	1%		5%	1%		5%	1%
3	0,997	0,999	26	0,588	0,496	55	0,266	0,345
4	0,950	0,990	27	0,381	0,487	60	0,254	0,330
5	0,878	0,959	28	0,374	0,478	65	0,244	0,317
			29	0,367	0,470	70	0,235	0,306
6	0,811	0,917	30	0,361	0,463	75	0,227	0,296
7	0,754	0,874						
8	0,707	0,834	31	0,355	0,456	80	0,220	0,286
9	0,666	0,798	32	0,349	0,449	85	0,213	0,278
10	0,632	0,765	33	0,344	0,442	90	0,207	0,270
			34	0,339	0,436	95	0,202	0,263
11	0,602	0,735	35	0,334	0,430	100	0,195	0,256
12	0,576	0,708						
13	0,553	0,684	36	0,329	0,424	125	0,176	0,230
14	0,532	0,661	37	0,325	0,418	150	0,159	0,210
15	0,514	0,641	38	0,320	0,413	175	0,148	0,194
			39	0,316	0,408	200	0,138	0,181
16	0,497	0,623	40	0,312	0,403	300	0,113	0,148
17	0,482	0,606						
18	0,468	0,590	41	0,308	0,398	400	0,098	0,128
19	0,456	0,575	42	0,304	0,393	500	0,088	0,115
20	0,444	0,561	43	0,301	0,389			
			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						
23	0,413	0,526	46	0,291	0,376	800	0,070	0,091
24	0,404	0,515	47	0,288	0,372	900	0,065	0,086
25	0,396	0,505	48	0,284	0,368			
			49	0,281	0,364	1000	0,062	0,081
			50	0,279	0,361			



**YAYASAN SANDJOJO
FAKULTAS EKONOMI
UNIVERSITAS KATOLIK SOEGIJAPRANATA**

Jl. Pawiyatan Luhur IV / 1 Bendan Duwur
Telp. (024) 316142 - 441555
Semarang - 50234

KARTU KONSULTASI

SKRIPSI

NAMA : RINA CYNTHIA DEWI
NIM : 94. 30. 2035
NTRM : 94. 6. 111. 02016. 50228

TANDA-TANGAN

[Handwritten signature]

RECORD SKRIPSI

[Handwritten signature]

29 SEPT 99

(50)

Dosen Pembimbing : Dra R Untari, MSIE
Judul Skripsi : Analisis Sikap Konsumen Terhadap Bauran Pemasaran Pada Hotel Graha Santika Semarang

No.	Tanggal	Materi	Tanda tangan Dosen Pembimbing
1	23/2/98	Am. Def 3, Def. Op & k.P di buat.	<i>[Signature]</i>
2	5/3/98	—————	<i>[Signature]</i>
3	9/6/98	Def. Operasional diperbarui	<i>[Signature]</i>
4	9/6/98	Am. Para di lengkapi	<i>[Signature]</i>
5	17/6/98	Kelemb. di perbaiki	<i>[Signature]</i>
5	18/6/98	Bab I & II sudah dikoreksi pemb II, konsult ke pemb I dulu	
6	9/7/98	Kuesioner memakai yg & bhs.	<i>[Signature]</i>
7	10/7/98	ACE Kuesioner Ambil data hrs dgn wawancara	<i>[Signature]</i>
8	24/7/98	Gambaran persepsi di perbaiki Analisa Wawancara di sempatkan	<i>[Signature]</i>
9	25/7/98	Di perbaiki, kon konsult ke pemb I	<i>[Signature]</i>
10	1/8/98	di sempatkan dgn rujukan	<i>[Signature]</i>
11	2/9/98	Semua bab akan dikoreksi	<i>[Signature]</i>
12	8/9/98	Semua Bab diteliti kon ke Pemb I	<i>[Signature]</i>
13	1/9/98	Ditengahi beresnya ACE & ujian	<i>[Signature]</i>



Hotel Graha Santika
SEMARANG

No. : 087/HRD-HGS/IX/98
Hal : Surat Keterangan

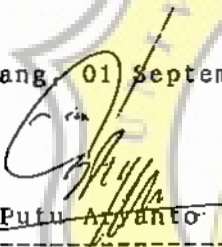
Human Resources Development Manager dengan ini menerangkan bahwa :

Nama : Rina Cynthia Dewi
Jurusan : Manajemen Perusahaan
NIM : 94. 30. 2035

Telah melaksanakan Penelitian di Hotel Graha Santika, sejak tanggal 1 Desember 1997 sampai dengan 20 Agustus 1998.

Demikian surat keterangan ini dibuat agar dapat dipergunakan sebagaimana mestinya.

Semarang, 01 September 1998


I.G. Pulu Azyanto

HRD Manager in charge

