

DAFTAR ISI

| | |
|---|-------------------------------------|
| ABSTRAK | Error! Bookmark not defined. |
| ABSTRACT | Error! Bookmark not defined. |
| KATA PENGANTAR | Error! Bookmark not defined. |
| DAFTAR ISI..... | 1 |
| DAFTAR TABEL..... | 3 |
| DAFTAR GAMBAR | 5 |
| DAFTAR LAMPIRAN..... | 6 |
| BAB I PENDAHULUAN | Error! Bookmark not defined. |
| 1.1 Latar Belakang Penelitian | Error! Bookmark not defined. |
| 1.2 Rumusan Masalah | Error! Bookmark not defined. |
| 1.3 Tujuan Penelitian..... | Error! Bookmark not defined. |
| 1.4 Kegunaan Penelitian..... | Error! Bookmark not defined. |
| 1.4.1 Kegunaan Teoritis..... | Error! Bookmark not defined. |
| 1.4.1 Kegunaan Praktis | Error! Bookmark not defined. |
| BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN, DAN HIPOTESIS | Error! Bookmark not defined. |
| 2.1 Kajian Teori..... | Error! Bookmark not defined. |
| 2.1.1 Konsep <i>Service Fairness</i> dalam Pemasaran Jasa .. | Error! Bookmark not defined. |
| 2.1.2 Konsep Kepuasan Tamu | Error! Bookmark not defined. |
| 2.1.3 Penelitian Sebelumnya..... | Error! Bookmark not defined. |
| 2.2 Kerangka Pemikiran | Error! Bookmark not defined. |

| | |
|---|-------------------------------------|
| 2.3 Hipotesis | Error! Bookmark not defined. |
| BAB III METODOLOGI PENELITIAN..... | Error! Bookmark not defined. |
| 3.1 Objek Penelitian | Error! Bookmark not defined. |
| 3.2 Metode Penelitian | Error! Bookmark not defined. |
| 3.3 Operasionalisasi Variabel | Error! Bookmark not defined. |
| 3.4 Populasi, Sampel, dan Teknik Sampel | Error! Bookmark not defined. |
| 3.5 Jenis dan Sumber data | Error! Bookmark not defined. |
| 3.6 Metode Pengumpulan Data | Error! Bookmark not defined. |
| 3.7 Hasil Pengujian Validitas dan Reliabilitas ... | Error! Bookmark not defined. |
| 3.7.1 Hasil Pengujian Validitas..... | Error! Bookmark not defined. |
| 3.7.2 Hasil Pengujian Reliabilitas | Error! Bookmark not defined. |
| 3.8 Teknik Analisis Data | Error! Bookmark not defined. |
| 3.9 Rancangan Uji Hipotesis | Error! Bookmark not defined. |
| BAB IV HASIL PENELITIAN DAN PEMBAHASAN | Error! Bookmark not defined. |
| defined. | |
| 4.1 Hasil Penelitian..... | Error! Bookmark not defined. |
| 4.1.1 Profil Perusahaan dan Tamu Hotel Gino Feruci Braga Bandung | Error! Bookmark not defined. |
| 4.1.2 Profil Responden Tamu Hotel Gino Feruci Braga Bandung ... | Error! Bookmark not defined. |
| 4.1.3 Persepsi <i>Service Fairness</i> Tamu Hotel Gino Feruci Braga Bandung | Error! Bookmark not defined. |
| 4.1.4 Kepuasan Tamu Hotel Gino Feruci Braga Bandung..... | Error! Bookmark not defined. |
| 4.1.5 Hasil Uji Asumsi Dasar Regresi | Error! Bookmark not defined. |
| 4.2 Pembahasan Hasil Penelitian..... | Error! Bookmark not defined. |

| | |
|---------------------------------|-------------------------------------|
| BAB V KESIMPULAN DAN SARAN..... | Error! Bookmark not defined. |
| 5.1 Kesimpulan..... | Error! Bookmark not defined. |
| 5.2 Saran | Error! Bookmark not defined. |
| DAFTAR PUSTAKA | Error! Bookmark not defined. |

DAFTAR TABEL

| | |
|---|----|
| Tabel 1.1 Jumlah Hotel Berbintang Di Kota Bandung Tahun 2010 – 2014. | 3 |
| Tabel 1.2 Persaingan Hotel Bintang 4 Di Bandung Tahun 2014 | 5 |
| Tabel 2.2 Penelitian Yang Berkaitan Dengan <i>Service Fairness</i> Dan Kepuasan Konsumen | 30 |
| Tabel 3.1 Mengukur Persepsi Keadilan Pelayanan | 41 |
| Tabel 3.2 Tabel Operasionalisasi Variabel..... | 43 |
| Tabel 3.3 Hasil Uji Validitas Instrumen Penelitian..... | 54 |
| Tabel 3.4 Hasil Uji Realibilitas Instrumen Penelitian | 56 |
| Tabel 3.5 Pedoman Untuk Memberikan Interpretasi Koefisien Korelasi | 61 |
| Tabel 4.1 Jenis-Jenis Kamar | 65 |
| Tabel 4.2 Fasilitas Hotel Gino Feruci Braga | 66 |
| Tabel 4.3 Meeting Room Hotel Gino Feruci Braga Bandung..... | 67 |
| Tabel 4.4 Jenis Responden Berdasarkan Jenis Kelamin | 68 |
| Tabel 4.5 Karakteristik Responden Berdasarkan Jenis Kelamin Dan Usia..... | 69 |
| Tabel 4.6 Karakteristik Responden Berdasarkan Daerah Asal Dan Profesi | 70 |
| Tabel 4.7 Karakteristik Responden Berdasarkan Pendapatan Dan Sumber Dana | 71 |
| Tabel 4.8 Karakteristik Responden Berdasarkan Frekuensi Menginap Dan Jumlah Kamar | 72 |
| Tabel 4.9 Price Fairness Responden Dalam <i>Service Fairness</i> Gino Feruci Braga Bandung..... | 73 |
| Tabel 4.10 Procedural Fairness Responden Dalam <i>Service Fairness</i> Gino Feruci Braga Bandung | 75 |
| Tabel 4.11 Outcome Fairness Responden Dalam <i>Service Fairness</i> Gino Feruci Braga Bandung | 76 |
| Tabel 4.12 Interactional Fairness Responden Dalam <i>Service Fairness</i> Gino Feruci Braga Bandung | 77 |
| Tabel 4.13 Rekapitulasi Dimensi <i>Service Fairness</i> Tamu Hotel Gino Feruci Braga Bandung..... | 79 |
| Tabel 4.14 <i>Service Fairness</i> Gino Feruci Braga Bandung | 82 |

| | |
|---|----|
| Tabel 4.15 Rekapitulasi Dimensi Kepuasan Tamu Hotel Gino Feruci Braga Bandung..... | 84 |
| Tabel 4.16 Analisis Deskriptif Variabel Kepuasan Tamu Hotel Gino Feruci Braga Bandung..... | 85 |
| Tabel 4.17 Kepuasan Tamu Hotel Gino Feruci Braga Bandung..... | 86 |
| Tabel 4.18 Koefisien Durbin Watson Antar Variabel Bebas | 92 |
| Tabel 4.19 Hasil Analisis Korelasi Bivariate <i>Service Fairness</i> Terhadap Kepuasan Tamu | 94 |
| Tabel 4.20 Hasil Analisis Varian SF(X) Terhadap KT(Y) | 96 |
| Tabel 4.21 Hasil Regresi Linier Variabel SF(X) Terhadap KT(Y)..... | 96 |
| Tabel 4.22 Koefisien Determinasi..... | 97 |
| Tabel 4.23 Hasil Pengujian Hipotesis Statistik | 98 |

DAFTAR GAMBAR

| | |
|---|----|
| Gambar 1.1 Data Kunjungan Wisatawan Ke Kota Bandung tahun 2009-2012 | 2 |
| Gambar 1.2 <i>Guest Comment</i> Hotel Gino Feruci Braga Dalam 12 Bulan Terakhir..... | 7 |
| Gambar 1.3 <i>Online Travel Agent Comparison</i> Hotel Gino Feruci Braga | 8 |
| Gambar 2.1 Konsep Kepuasan Konsumen | 22 |
| Gambar 2.2 Kerangka Penelitian..... | 37 |
| Gambar 2.3 Paradigma Penelitian | 37 |
| Gambar 4.1 Grafik Analisis Statistik Deskriptif 4 Dimensi Service Fairness Tamu Hotel Gino Feruci Braga Bandung | 81 |
| Gambar 4.2 Garis Kontinum <i>Service Fairness</i> Hotel Gino Feruci Braga Bandung | 83 |
| Gambar 4.3 Garis Kontinum Kepuasan Tamu Hotel Gino Feruci Braga Bandung | 87 |
| Gambar 4.4 Histogram Dependent Variabel Kepuasan Tamu Di Hotel Gino Feruci Braga Bandung..... | 89 |
| Gambar 4.5 Grafik Normal P-Plot <i>Regression Standardized Residual</i> | 90 |
| Gambar 4.6 Grafik Penyebaran Dari Residual Regresi | 91 |

DAFTAR LAMPIRAN

- Lampiran 1 Administratif
- Lampiran 2 Kuesioner Penelitian
- Lampiran 3 Validitas dan Reliabilitas Variabel X dan Y
- Lampiran 4 Data Ordinal Variabel X dan Y
- Lampiran 5 Data Interval Variabel X dan Y
- Lampiran 6 Outpt SPSS Regresi & Korelasi Variabel X dan Y
- Lampiran 7 Catatan Bimbingan
- Lampiran 8 Riwayat Hidup