



**“A STUDY OF HOTEL PASSENGER FLOW AMONG VIP  
CUSTOMERS AT TONGLIAO HOTEL: EXPLORING THE  
INFLUENCE OF HOTEL SERVICE AWARENESS,  
CONSUMPTION POWER, AND CONSUMPTION DESIRE”**

**UNDERGRADUATE THESIS**

**Submitted as one of the requirements to obtain  
Sarjana Administrasi Bisnis**

**By:**

**SHI TONG LI**

**015201900115**

**FACULTY OF BUSINESS  
BUSINESS ADMINISTRATION STUDY PROGRAM  
CIKARANG  
AUGUST 2023**

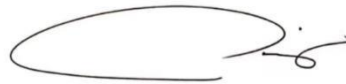
## **PANEL OF EXAMINERS APPROVAL SHEET**

The Panel of Examiners declare that the final project entitled “*THE INFLUENCE OF HOTEL SERVICE AWARENESS, CONSUMPTION POWER AND CONSUMPTION DESIRE ON HOTEL PASSENGER FLOW*” that was submitted by Shi Tong Li majoring in *Business Administration* from the faculty of *Business*, was assessed and approved to have passed the Oral Examinations on 29/08/2023 .

### **Panel of Examiner**



**Dr.Ir.Farida Komalasari,M.Si**  
**Chair of Panel Examiner**



**Agus Fernando, S.P.M.M.Ph.D**  
**Examiner 1**

Acknowledged by,

Recommended by,



**Suresh Kumar, ST.,M.Si.**  
**Head of Business Administration  
Study Program**



**Felix Goenadhi, S.Psi., M.Par.**  
**Advisor**

## STATEMENT OF ORIGINALITY

In my capacity as an active student of President University and as the author of the undergraduate thesis/final project/business plan (underline that applies) stated below:

Name : Shi Tong Li  
Student ID number : 015201900115  
Study Program : Business Administration  
Faculty : Business

I hereby declare that my undergraduate thesis/final project/business plan entitled **“THE INFLUENCE OF HOTEL SERVICE AWARENESS, CONSUMPTION POWER AND CONSUMPTION DESIRE ON HOTEL PASSENGER FLOW”** is, to the best of my knowledge and belief, an original piece of work based on sound academic principles. If there is any plagiarism, including but not limited to Artificial Intelligence plagiarism, is detected in this undergraduate thesis/final project/business plan, I am willing to be personally responsible for the consequences of these acts of plagiarism, and accept the sanctions against these acts in accordance with the rules and policies of President University.

I also declare that this work, either in whole or in part, has not been submitted to another university to obtain a degree.

Cikarang, 29 August 2023



Shi Tong Li

## **SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST**

As an academic community member of the President University, I, the undersigned:

Name : Shi Tong Li

Student ID Number : 015201900115

Study Program : Business Administration

For the purpose of development of science and technology, certify, and approve to give President University a non-exclusive royalty-free right upon my final report with title: **The Influence of Hotel Service Awareness, Consumption Power and Consumption Desire on Hotel Passenger Flow.**

With this non-exclusive royalty-free right, President University is entitled to converse, to convert, to manage in a database, to maintain, and to publish my final report. There are to be done with the obligation from President University to mention my name as the copyright owner of my final report. This statement I made in truth.

Cikarang, 29 August 2023



**Shi Tong Li**

**ADVISOR APPROVAL FOR JOURNAL OR INSTITUTION'S  
REPOSITORY**

As an academic community member of the President University, I, the undersigned:

Name : Felix Goenadhi, S.Psi., M.Par.

NIDN Number : 01415048305

Study Program : Business Administration

Faculty : Business

Declare that following thesis:

Title of thesis : **The Influence of Hotel Service Awareness, Consumption Power and Consumption Desire on Hotel Passenger Flow**

Name : Shi Tong Li

Student ID Number : 015201900115

Will be published in **institution's repository**.

Cikarang, 29 August 2023



**Felix Goenadhi, S.Psi., M.Par**

## **FINAL PROJECT ADVISOR RECOMMENDATION LETTER**

This final Project entitled “**(THE INFLUENCE OF HOTEL SERVICE AWARENESS, CONSUMPTION POWER AND CONSUMPTION DESIRE ON HOTEL PASSENGER FLOW)**” prepared and submitted by **Shi Tong Li** in partial fulfillment of the requirements for the degree of **Bachelor of Business Administration** in the faculty of **Business Administration** has been reviewed and found to have satisfied the requirements for a Final project fit to be examined. I, therefore, recommend this final Project for Oral Defense.

Cikarang, 29 August, 2023



**Felix Goenadhi, S.Psi., M.Par.**

**Advisor**

# PLAGIARISM REPORT

## ORIGINALITY REPORT

**10**%

SIMILARITY INDEX

6%

INTERNET SOURCES

4%

PUBLICATIONS

6%

STUDENT PAPERS

## PRIMARY SOURCES

1

[www.researchgate.net](http://www.researchgate.net)

Internet Source

1%

2

Submitted to City University College of  
Science and Technology

Student Paper

1%

3

Submitted to University of Ulster

Student Paper

<1%

4

[www.sciencegate.app](http://www.sciencegate.app)

Internet Source

<1%

5

[repository.president.ac.id](http://repository.president.ac.id)

Internet Source

<1%

6

Chen Wang, Zhongzhu Chu, Wei Gu.  
"Participate or not: Impact of information  
intervention on residents' willingness of  
sorting municipal solid waste", Journal of  
Cleaner Production, 2021

Publication

<1%

7

[www.facilitiesnet.com](http://www.facilitiesnet.com)

Internet Source

<1%

8

Submitted to President University

Student Paper

<1%

9

Submitted to Monash University

Student Paper

<1%

10

Submitted to University of Warwick

Student Paper

<1%

11

Ozgur Ozdemir, Wenjia Han, Michael Dalbor.  
"Economic policy uncertainty and hotel  
occupancy: the mediating effect of consumer  
sentiment", Journal of Hospitality and Tourism  
Insights, 2021

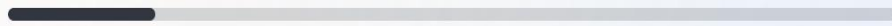
Publication

<1%

# GPTZERO

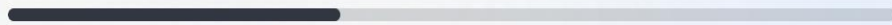
## Stats

**Average Perplexity Score: 165.707**



A document's perplexity is a measurement of the randomness of the text

**Burstiness Score: 374.021**



A document's burstiness is a measurement of the variation in perplexity

Your sentence with the highest perplexity, "*Chen Cuiling.*", has a perplexity of: 2368



## **Abstract**

This study examines the relationships between service awareness, consumption power, consumption desire, and their effects on hotel passenger flow. Findings indicate significant influences on guest behavior and decisions within the hotel sector. Emphasizing the importance of service awareness among hotel staff, the study underscores its positive impact on customer satisfaction. Moreover, it highlights the connection between consumer demand, purchasing power, and passenger movement, advocating alignment with high-end service expectations.

The interplay of consumer desire, purchasing power, and service awareness necessitates comprehensive strategies for hotel administrators. Elevating service awareness, customizing services, and consistently delivering quality experiences enhance passenger flow, satisfaction, and loyalty, contributing to overall success. The study advances theoretical understanding in hospitality and consumer behavior and offers practical guidance for hotel management.

Addressing limitations, future research should expand samples and explore additional influencing factors for a holistic view of hotel passenger flow.

***Keywords: Strategic Hotel, Customer Behavior, Hotel Management, Customer Loyalty***

## Acknowledgment

We would like to express our sincere gratitude and appreciation to all those who have contributed to the successful completion of this research.

First and foremost, we extend our heartfelt thanks to our supervisor/advisor Felix Goenadhi, S.Psi., M.Par, whose guidance, support, and valuable insights have been instrumental in shaping the direction and quality of this study. Their expertise and encouragement have been invaluable throughout the research process. We are also indebted to the participants of this study, whose willingness to share their time and experiences has made this research possible. Their valuable contributions have provided critical data and insights, shaping the foundation of our findings. We would like to acknowledge the support and resources provided by President University, without which this research would not have been possible. The access to data, facilities, and necessary tools have greatly facilitated our research endeavors. Our heartfelt appreciation goes to our family and friends for their unwavering encouragement and understanding during the research period. Their continuous support has been a source of motivation and strength. Lastly, we would like to acknowledge all the researchers, authors, and scholars whose work has served as a guiding light and inspiration throughout our study. Once again, thank you to everyone who has contributed to this research. Your support and collaboration have been invaluable, and we are deeply grateful for your contributions.

Cikarang, 29 August 2023



**Shi Tong Li**

## TABLE OF CONTENT

<b>PAPER TITLE</b> .....	<b>Error! Bookmark not defined.</b>
<b>PANEL OF EXAMINERS APPROVAL SHEET</b> .....	ii
<b>DECLARATION OF ORIGINALITY</b> .....	iii
<b>SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST</b> .....	iv
<b>ADVISOR APPROVAL FOR JOURNAL OR INSTITUTION'S REPOSITORY</b> .....	v
<b>FINAL PROJECT ADVISOR</b> .....	vi
<b>RECOMMENDATION LETTER</b> .....	vi
<b>PLAGIARISM REPORT</b> .....	vii
<b>GPTZERO</b> .....	viii
<b>Abstract</b> .....	ix
<b>CHAPTER I</b> .....	1
1.1 Background.....	1
1.2 Problem Statement.....	3
1.3 RESEARCH QUESTIONS .....	4
1.4 OUTLINE OF THE RESEARCH .....	4
<b>CHAPTER II</b> .....	5
2.1 HOTEL STAFF SERVICE AWARENESS.....	5
2.2 CONSUMER SPENDING POWER .....	6
2.3 HOTEL CUSTOMER CONSUMPTION DESIRE.....	8
2.4 FACTORS AFFECTING PASSENGER FLOW .....	10
2.5 PREVIOUS RESEARCH .....	12
2.6 THEORETICAL FRAMEWORK .....	14
2.7 RESEARCH GAP .....	16
2.8 HYPOTHESIS .....	17
<b>CHAPTER III</b> .....	18
3.1 RESEARCH DESIGN.....	18
3.2 SAMPLING PLAN .....	19
3.3 RESEARCH INSTRUMENT.....	22
3.3.1 OPERATIONAL VARIABLES .....	23
3.5 OPERATIONAL DEFINITIONS .....	24

3.6 DATA COLLECTING DESIGN .....	28
3.7 DATA ANALYSIS DESIGN .....	30
3.7.1 DESCRIPTIVE ANALYSIS .....	31
3.7.2 VALIDITY TEST .....	32
3.7.3 RELIABILITY TEST .....	33
3.7.4 CLASSICAL ASSUMPTION TEST .....	34
3.7.5 NORMALITY TEST .....	34
3.7.6 HYPOTHESIS TESTING.....	34
3.7.7 T-TEST .....	35
3.7.8 COEFFICIENT CORRELATION .....	35
CHAPTER IV .....	36
4.1 RESPONDENT PROFILE.....	36
4.2 DESCRIPTIVE ANALYSIS .....	39
4.3 INFERENTIAL ANALYSIS.....	42
4.3.1 Normality .....	42
4.3.2 Common Method Bias .....	43
4.3.3 Model Fit.....	44
4.3.4 Validity and Reliability .....	45
4.3.5 Hypothesis Testing .....	46
4.3.6R-Square.....	47
4.4 DISCUSSION .....	47
CHAPTER V.....	51
5.1 CONCLUSION .....	51
5.2 IMPLICATION .....	52
5.2.1 THEORETICAL IMPLICATION.....	52
5.2.2 MANAGERIAL IMPLICATION .....	52
5.3 LIMITATION AND FUTURE RESEARCH.....	53
REFERENCES.....	55

## LIST OF FIGURES

Figure 1. 1 Famous Historical and Cultural .....	3
Figure 3. 1 Research Design .....	19
Figure 4. 1 Gender.....	36
Figure 4. 2 Age.....	37
Figure 4. 3 Occupation.....	38
Figure 4. 4 Education Level .....	38
Figure 4. 5 Monthly Income.....	39

## LIST OF TABLES

Table 3. 1 Table of Operational Definition .....	24
Table 3. 2 Cronbach's Alpha.....	33
Table 4. 1 Hotel Staff Service Awareness Descriptive Analysis .....	40
Table 4. 2 Factors Affecting Passenger Flow Descriptive Analysis .....	40
Table 4. 3 Customer Consumption Desire Descriptive Analysis.....	41
Table 4. 4 Customer Consumption Desire Descriptive Analysis.....	42
Table 4. 5 Assessment of Normality .....	42
Table 4. 6 Common Method Bias .....	44
Table 4. 7 R - Square.....	44
Table 4. 8 Hypothesis Testing.....	45
Table 4. 9 Discriminant Validity.....	45
Table 4. 10 Construct Reliability and Validity Test .....	46
Table 4. 11 Summary of Model Fit.....	47