

**ANALYSIS OF DOMINANT FACTORS FROM  
DIMENSIONS OF SERVICE QUALITY TOWARDS  
EXHIBITOR SATISFACTION TO PT MEDIATAMA  
BINAKREASI AT CRAFINA EXHIBITION**

by

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Management**

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## **PANEL OF EXAMINERS**

### **APPROVAL SHEET**

Herewith, the Panel of Examiners declare that the thesis entitled ” Analysis of Dominant Factors from Dimensions of Service Quality towards Exhibitor Satisfaction to PT Mediatama Binakreasi at Craфина Exhibition” A Study Case of President University Students Economic Faculty Batch 2008 submitted by Kevin Visetya Perdana majoring in Hotel and Tourism Management, Faculty of Economics was assessed and proved to have passed the Oral Examination.

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This thesis entitle ” An Analysis of Dominant Factors from Dimensions of Service Quality towards Exhibitor Satisfaction to PT MEDIATAMA BINAKREASI at CRAFTINA Exhibition”, prepared and submitted by Kevin Visetya Perdana in partial fulfillment of the requirements for the degree of Bachelor of Economic has been examined and recommended for Oral Examination

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## **DECLARATION OF ORIGINALITY**

I declare that this thesis entitled “**Analysis of Dominant Factors from Dimensions of Service Quality towards Exhibitor Satisfaction to PT Mediatama Binakreasi at Crafina Exhibition**” is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia, March 21st, 2012.

**Kevin Visetya Perdana**

## **ABSTRACT**

Nowadays, MICE (Meeting, Incentive travel, Convention, and Exhibition) industry is one of the prospect tourism industry in Indonesia. The quality of service in MICE Industry is one of important factor that will make one company could bigger. That's because the author wants to assess the service quality in exhibition of PT MBK, especially Crafina exhibition

As a quantitative analysis, the author use primary data for analyzing the service quality towards customer (exhibitor) satisfaction. A questionnaire based on Service Quality (Zeithaml, Parasuraman and Berry, 1988) was developed and placed in Crafina exhibition on December 2011. The Service Quality instrument has five dimensions that were measured by 20 item statements.

Through analysis of the dominant factor of the service quality towards exhibitor satisfaction to PT Mediatama BinaKreasi in Crafina exhibition, it is found out which specific service elements performed well, which specific service elements need to be maintained and which specific service elements need to be improved.

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# CHAPTER I

## INTRODUCTION

### 1.1. Background of the Study

Nowadays, MICE (Meeting, Incentive travel, Convention, and Exhibition) industry is one of the prospect tourism industry in Indonesia. According to Indonesian law no. 10 / 2009 on tourism in Chapter IV, article 14 also explains that the organization of meeting, incentive travel, convention, and exhibition is one of the business. Since the 1980's MICE activities in Indonesia showed a high increase in the number of participants by the number of average daily expenditure of U.S. \$ 210 for each participant convention. Compared with the tourists who had come to Indonesia to travel, their spending was only U.S. \$ 400 for 7-12 days. Thus participants convention tourism expenditure also brings with Spouse (wife), children or even friends that have an impact on the expenditure of participants during the activity becomes larger conventions (Pendit, 1999). MICE industry has been increasing in recent years, especially in Indonesia.

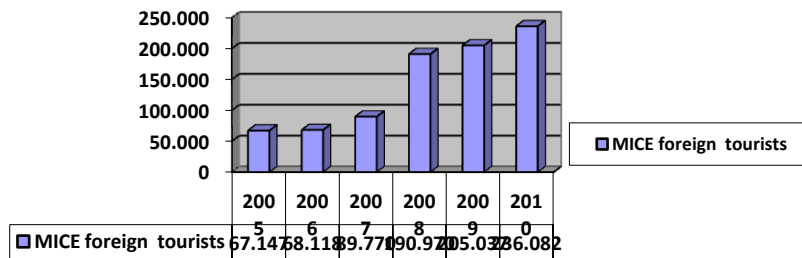


Figure 1.1 Year on year growth of MICE foreign tourists

Source : <http://www.balipost.com>

Graphics above shows the growth of MICE foreign tourists. The number of MICE foreign tourists from 2005 until 2010 are always increasing. Year 2006 compared to 2005 only increased 197 people. In year 2007 started to show good numbers for MICE. The most significant number happened in 2008, MICE foreign tourists increasing 101,200 people. In 2010, total MICE foreign tourists in 236, 082 people.

MICE business activity has opened up new job opportunities, not only create seasonal workers only, but also has created a work that remains for many people who have the ability not unlike many tourism businesses were created in developing countries. Conference activities and MICE business is a business that has a smaller negative impact on the environment than those in do mass tourism, because the business is focused on the number of participants that is not too much, so the usefulness of transportation would be reduced so that it will reduce congestion and pollution generated (Rogers , 2003).

MICE industry activities as a new industry of today shows that one as a MICE sector in the tourism business, because the activities of MICE tourism is a business activity that the main purpose of the delegates or participants of MICE activities are traveling and attending an activity or event associated with its business while tourism activities to be enjoyed together.

For the exhibition, Head of Asperapi (Asosiasi Pengusaha Pameran Indonesia / Exhibition Association of Indonesia) said that development of the exhibition continues to increase. The industry has proven to have contributed significantly to foreign exchange. MICE

tourists especially foreigner tourists who come to the exhibition, tourists generally including in rich people. They used to spend money shopping in amounts far greater than leisure travelers. (www.pelitaonline.com)

In the hospitality industry, the company must give priority in service. So, the author choose the service quality to assess the customer satisfaction especially exhibitor for PT Mediatama BinaKreasi in Crafina exhibition.

## **1.2. Company Profile**

PT Mediatama BinaKreasi is one of the largest international-scale event and convention organizers in Indonesia, duly established and existing on April 21<sup>st</sup> 1989. PT Mediatama BinaKreasi are recognized for our highly committed, professional, and high-quality services in both organizing national and international events. Supported by experienced and qualified human resources, PT Mediatama BinaKreasi exert our best to realize our motto ‘Your Business is ours to serve’, to fulfill our clients expectation in promoting their products and services.

### **1.2.1. Core Business**

Trade Fair and Exhibition Organizer

PT MEDIATAMA BINAKREASI not only managers routine exhibitions, but also provides ‘total services’ starting from promotional concept, planning, management, marketing, data collection to exhibition report, to fulfill primary expectation of

exhibition visitors; introducing companies and their product, acquiring potential buyers, assisting their business, particularly in market research and gaining orders.

#### Designing and Construction of Exhibition

In preparing an exhibition, PT Mediatama BinaKreasi make more innovative, integrated, comprehensive, attractive and effective designs from booth shape, visitor flow management (entrance & exit), etc.

#### Convention Organization

Our professional services in organizing various types of convention, such as meeting, workshop and seminar, ranging from program preparation and provision of speaker, handout, and working paper to documentation

#### Graphic and Product Design

To support the requirements of exhibition and convention, PT Mediatama BinaKreasi can also manage the provisions of graphic and product designs in terms of printed materials as well as indoor and outdoor promotional media, such as annual report, promotional balloon, banner, etc for successful exhibition and convention.

#### 1.2.2. Work Plan for Events

PT Mediatama BinaKreasi are customs to work on 8 – 12 projects per year, each of projects supervised by one dedicated Project Officer reporting directly to the Operation Director. Special case applied to World Bank Project; Operation Director will supervise directly and be accompanied by Dutch Speaking personnel in our group.

PT Mediatama BinaKreasi is a part of large group of companies, well known magazine publisher, GATRA, which is one of our group members and with other support from.

### 1.2.3. Crafina Exhibition

Crafina is one of several exhibitons held by PT Mediatama BinaKreasi. PT Mediatama BinaKreasi is already trusted by ASEPHI (Association of Exports and Producers of Indonesian Handicraft) as a holders of capital to organize this exhibition. For the first time Crafina held on 2008. Crafina is a series of Inacraft exhibition, that surely Inacraft has been known by the people of Indonesia and one of the largest craft exhibitions in Indonesia.

Crafina 2011 held for 5 days on the date November 30<sup>th</sup> – December 4<sup>th</sup>, 2011. Crafina 2011 held at Paradise Hall and Hall A, Jakarta Convention Center, Jakarta. The purpose of this exhibition is to provide a means of promotion for the perpetrators, industrial, craft entrepreneurs Indonesia. Of course, also to show off, introduce and market the results of crafts to society at large. Featured products include handicrafts of wood, iron, stone, batik and jewelry.

With the theme "Craft as Lifestyle", Crafina 2011 attempt to show the public that the craft products Indonesia could be one part of the lifestyle, fashion, and the means to beautify the interior and exterior are not inferior to foreign products.



### **1.3. Problem Identification**

After knowing the background of study, several question concerning to from the topic might arise, below are problems that want to be discovered:

- Crafinas still a new exhibition for PT MBK, so the author want to assess exhibitor satisfaction. By doing this research the author want to understand more about exhibitor satisfaction to PT MBK.

### **1.4. Statement of the Problem**

Based on problem identification,

1. How is the dominant factor from Tangible influence to exhibitor satisfaction at Crafinas exhibition?
2. How is the dominant factor from Emphaty influence to exhibitor satisfaction at Crafinas exhibition?
3. How is the dominant factor from Reliability influence to exhibitor satisfaction at Crafinas exhibition?
4. How is the dominant factor from Responsiveness influence to exhibitor satisfaction at Crafinas exhibition?
5. How is the dominant factor from Assurance influence to exhibitor satisfaction at Crafinas exhibition?

## **1.5. Research Objectives**

1. To elaborate the dominant factor from Tangible dimension of Service Quality influence to exhibitor satisfaction at Crafina exhibition.
2. To elaborate the dominant factor from Emphaty dimension of Service Quality influence to exhibitor satisfaction at Crafina exhibition.
3. To elaborate the dominant factor from Reliability dimension of Service Quality influence to exhibitor satisfaction at Crafina exhibition.
4. To elaborate the dominant factor from Responsiveness dimension of Service Quality influence to exhibitor satisfaction at Crafina exhibition.
5. To elaborate the dominant factor from Assurance dimension of Service Quality influence to exhibitor satisfaction at Crafina exhibition.

## **1.6. Significance of the Study**

1. For academic

The author wish this research would give contribution for event organizer as a practical guideline.

2. For the author

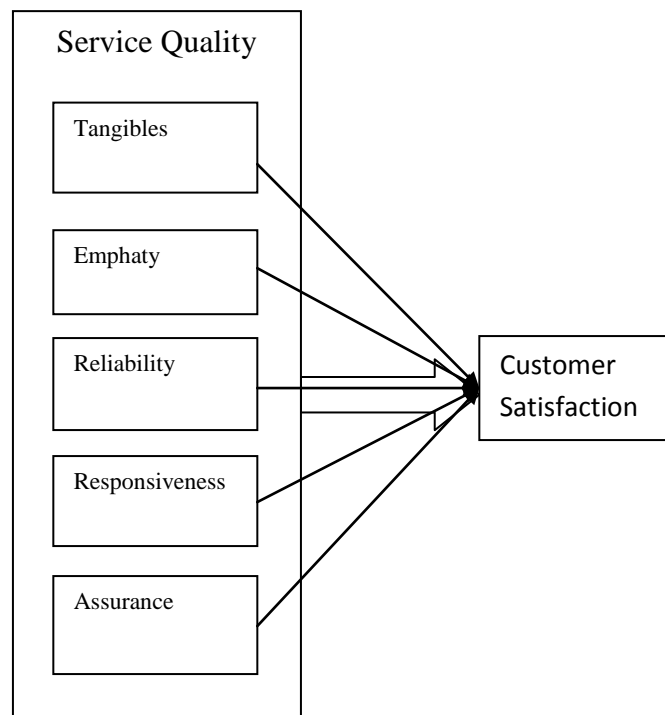
Gain more understanding about customer satisfaction and service quality theory

3. For PT Mediatama BinaKreasi

Get a value towards their staff performance, especially in Craфина exhibition.

### 1.7. Theoretical Framework

The theory that used in this research was Parasuraman's service quality theory. The figure below shows there are 5 dimensions of factors that could give influence to the service quality and influence to customer / exhibitor satisfaction.



**Figure 1.2. Theoretical Framework**

## **1.8. Scope and Limitations of the Study**

The scope and limitations of the study are made in order to identify the areas that are covered and not covered by his analysis. The author covers this analysis on how exhibitor satisfaction in Crafina 2011. Crafina is still a new exhibition for employees of PT MBK, therefore the author chose to analyze this exhibition. This scope is only limited to Crafina exhibition.

This research focuses on the dimensions of service quality applied by PT Mediatama BinaKreasi from the customer. It means the customer is the exhibitor which is the exhibitor who buys a stand and all of the facilities from PT MBK. The author will find the dominant factors from dimensions of service quality.

## **1.9. Definition and Terms**

1. Service Quality is a complex topic, as shown by the need for a definition that includes five dimensions : tangibles, empathy, reliability, responsiveness, assurance. (Fitzsimmons M.J., 2006)
2. Tangible is the appearance of physical facilities, equipment, personnel, and communication materials. The condition of the physical surroundings is tangible evidence of the care and attention to detail that are exhibited by the service provider. This assessment dimension also can be extending to the conduct of other customers in the service. (Fitzsimmons M.J., 2006)

3. Empathy is the provision of caring, individualized attention to customers. Empathy includes the following features: approachability sensitivity, and effort to understand the customers' needs. (Fitzsimmons M.J., 2006)
4. Reliability is the ability to perform the promised service both dependably and accurately. Reliable service performance is a customer expectation and means that the service is accomplished on time, in the same manner, and without errors every time. (Fitzsimmons M.J., 2006)
5. Responsiveness is the willingness to help customers and provide prompt service. Keeping customers waiting, particularly for no apparent reason, creates unnecessary negative perceptions of quality. If a service failure occurs, the ability to recover quickly and with professionalism can create very positive perceptions of quality. (Fitzsimmons M.J., 2006)
6. Assurance is the knowledge and courtesy of employees as well as their ability to convey trust and confidence. The assurance dimension includes the following features: competence to perform the service, politeness, and respect for the customer, effective communication with the customer, and the general attitude that the server has the customer's best interest at heart. (Fitzsimmons M.J., 2006)

7. Customer Satisfaction is the extent to which a product's perceived performance matches a buyer's expectation.  
(Fitzsimmons M.J., 2006)

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1. Service Quality**

Service quality is a concept that has aroused considerable interest and debate in the research literature because of the difficulties in both defining it and measuring it with no overall consensus emerging on either (Naumann, 1995 p.90). Service quality is very important for the company in order to attract more new customers and keep old customers.

The construct of service quality as a conceptualized in the service marketing literature centers on perceived quality, defined as a consumer's judgement about an entity's overall excellence or superiority (Zeithaml, 1987 p.21)

According to Edvardsson (1988), service must correspond to the customers' expectations and satisfy their needs and demands.

Based on Lewis, Booms (1983), Service quality defines as “ a measure of how well a delivered service matches the customers expectations.”

## 2.2. Dimensions of Service Quality

Dimensions of Service Quality	Items
Tangibles	Are facilities attractively to you?
	Are the employees neatly dressed?
	Are the routes clearly instructed?
Empathy	The employees care about needs of customers
	Customers maximum interest are taken care of
Reliability	Your questions are answered in the real time
	Service meet our needs
	Product quality is assured
Responsiveness	Employees tell you new company information
	Employees serve you actively
	Employees respond to you even though condition
Assurance	Employees are kind
	Employees have professional knowledge on the products

**Table 2.1. Generic Dimensions Customers use to Evaluate Service Quality**

**Source: Lovelock & Wirtz, 2007 Five**



Service quality is designed to measure service quality as perceived by the customer (Bozorgi, 2006). The author has found that consumers mainly consider five dimensions in their assesment of service quality, based on Zeitahml, 2000, the five spesific service quality dimensions are :

### **2.2.1. Tangibles**

Tangibles consist of the appearance of physical facilities, equipment, personnel, and communication material used. It is defined as the appearance of physical facilities, equipment, personnel, and written communication materials.

The essence of tangibles in Service Quality is two dimensional, one focusing on equipment and facilities, the other is focusing on personnel and communication and materials.

### **2.2.2. Empathy**

Emphaty involves the caring personal attention which the firm offers its customer; this includes ease of approach and contact, understandable communication, an understanding of the customer need and so on.

Emphaty is the ability to experience another's feeling as one's own. Emphatetic firms have not lost touch with that it is like to be a customer's of their firm.

The essence of emphaty is conveyed through personalized or customized, that customers are unique and special.

### **2.2.3. Reliability**

Reliability represents the service provider's ability to perform service dependably and accurately; this includes such qualities as dependability, consistency, accuracy, 'right first time', and so on.

The essence of reliability is consistently to the most important of perceptions of service quality among customers.

### **2.2.4. Responsiveness**

Responsiveness represents the willingness to help customers and provide prompt service in a timely manner, this include helpfulness, friendliness, warmth, willingness, and so on.

The essence of responsiveness is concerns the willingness and / or readiness of employees to provide a service.

### **2.2.5. Assurance**

Assurance represents the knowledge and courtesy of employees and their ability to inspire trust and confidence in the customer, this include competence, experience, skills, credibility, honesty, and security of all types (physical, financial, confidentially, and so on.)

## 2.3. Measuring and Improving Service Quality

Measurement is needed to determine whether goals for improvement are being met after changes have been implemented. There are 2 groups of customer-defined standards and measures of service quality :

### 2.3.1. Soft Measures of Service Quality

Soft measures are those that cannot easily be observed and must be collected by talking to customers, employees, and others.

Based on Zeithaml and Bitner, soft measures are "Soft standards provide direction, guidance, and feedback to employees on ways to achieve customer satisfaction and can be quantified by measuring customer perceptions and beliefs."

Berry and Parasuraman argue that "Companies need to establish ongoing listening systems using multiple methods among different customer groups. A single service quality study is a snapshot taken at a point in time and from a particular angle. Deeper insight and more informed decision making come from a continuing series of snapshots taken from various angles and throughout different lenses, which form the essence of systematic listening."

Among other soft measures are the following :

- *Ongoing surveys of account holders* by telephone or post, using scientific sampling procedures to determine customers' satisfaction in terms of broader relationship issues.
- *Customer advisory panels* to offer feedback and advice on service performance.

- *Employee surveys and panels* to determine perceptions of the quality of service delivered to customers on specific dimensions, barriers to better service, and suggestions for improvement.

### 2.3.2. Hard Measures of Service Quality

Hard standards and measures relate to those characteristics and activities that can be counted, timed, or measured through audits. Hard measures typically refer to operational processes or outcomes. (Service Marketing in Asia (second edition) – Christopher Levelock, Jochen Wirtz, Hean Tat Keh, Xiongwen Lu – 2005 p 459-461)

## 2.4. Customer Satisfaction

Customer satisfaction refers to extent which customers are happy with the products and services provided by a business, it is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product or service to product or service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which customer can compare the organization's products. (Saparudin, 2008)

Most authors agree that satisfaction is an attitude or evaluation that is formed by the customer comparing their pre-purchase expectations of what they would receive from the product to their subjective perceptions of the performance they actually did receive (Oliver, 1980).

As Kotler (2000, p.36) defined that satisfaction is a person, feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectation. Additionally, Yi (1990) also stated that customer satisfaction is a collective outcome of perception, evaluation and psychological reactions to the consumption experience with a product/service.

A lot of scholar have described customer satisfaction; overall of the description can be explained on three main components:

1. Customer satisfaction is a response (emotional or cognitive)
2. The response related to a certain focus (expectation, product, consumerexperience, etc)

3. Response happened on a certain time (after consumption, after product choosing, based on accumulative experience, etc). (Saparudin, 2008).

From the book of “Satisfaction” by Richard L. Oliver, satisfaction is the consumer’s fulfillment response. It is a judgement that a product or service feature, or the product or itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or overfulfillment.

Type of customer satisfaction and dissatisfaction proposed by Stauss and Neuhaus (1997):

1. *Demanding customer satisfaction.* This type of customer is actively satisfied. The relationship with service provider is based on optimistic, positive, and trusting relationship. Based on their past positive experience, this type of satisfied customer hope that service provider will be able to fulfill their increasing expectations in the future. Moreover, they are willing to prolong their relationship with the service provider in the future. But loyalty will base on the service provider’s capability to improve their performance to balance with customer expectations.
2. *Stable customer satisfaction.* This type of customer has passive aspiration and demanding habit. The positive emotion towards service provider can be seen on steady and trustful relationship. They want everything remain the same. Based on positive experience, they want to lengthen relationship with service provider.
3. *Resigned customer satisfaction.* Customer on this type also feels satisfied. But, their satisfaction is not based on expectations fulfilled,

but based on the image of not realistic to ask for more. This type of consumer to tend to be passive, they will not give any effort to change the situation occurred.

4. *Stable customer dissatisfaction.* This type of customer don't satisfied with the service given, but tends to nothing. Their relationship with service provider is filled with negative emotion and assumption that their expectation can't be fulfilled in the future. They also do not see any room to change.
5. *Demanding customer dissatisfaction.* This type shows active aspiration level and demanding attitude. On emotional level, the dissatisfaction resulted in protest and opposition. This shows that they are actively seeking for improvement. On the same time, they also do not have to be loyal to the service provider. Based on negative experience, they will not choose the same service provider in the future.

## **2.5. Service Quality and Customer Satisfaction**

Service Quality and Customer Satisfaction have several things in common. Satisfaction is generally viewed as a broader model while service quality evaluation focuses exclusively on dimensions of service (Parasuraman, et al., 1985). Based on this analysis, perceived service quality is an element of customer satisfaction.



**Figure 2.1. Relationship about service quality and customer satisfaction**

**Source: C.H. Lovelock, P.G. Patterson, and R.H. Waller,  
Services Marketing: Australia and New Zealand ( Sydney: Prentice Hall, 1998),  
119.**

Service quality focused on appraisals that reveal the customer’s perception of precise dimensions of service : tangibles, empathy, reliability, responsiveness, and assurance. Satisfaction is more comprehensive. It is influenced by perceptions of service quality, product quality, and price as well as situational factors and personal factors.



## **CHAPTER III**

### **METHODOLOGY**

#### **3.1. Research Method**

There are two types of research, quantitative analysis and qualitative analysis. Based on [www.investopedia.com](http://www.investopedia.com), quantitative analysis refers to a business or financial analysis technique that seeks to understand behavior by using complex mathematical and statistical modeling, measurement and research. Meanwhile, based on [www.investopedia.com](http://www.investopedia.com) also, qualitative analysis is securities analysis that uses subjective judgement based on nonquantifiable information, such as management expertise, industry cycles, strength of research and development, and labor relations. In this thesis, the author considering to use quantitative analysis instead of qualitative analysis.

This study is using quantitative research. Quantitative research is the systematic scientific investigation of properties and phenomena and their relationships. The objective of quantitative the author is to develop and employ mathematical models, theories and/or hypotheses pertaining to natural phenomena. The process of measurement is central to quantitative research because it provides the fundamental connection between empirical observation and mathematical expression of quantitative relationships. Quantitative research is generally approached using scientific methods and involves analysis on numerical data.

### 3.2. Research Instruments

In this research, the author used primary data as the source and questionnaire as its instrument. The questions of the questionnaire will represent each of variables, which are based on five dimensions of service quality. The questionnaire was conducted in Indonesian language to make it easier for the respondents. The questionnaire was distributed to 50 respondents.

The author is using Five-Likert Scale to score the questionnaire. The Likert Scale, developed by Rensis Likert, is the most frequently used variation of the summated rating scale. Summated rating scale consists of statement that expresses either a favorable or an unfavorable attitude toward object of interest. The research is using the 1 -5 scale which shown in the table 3.1. The respondents should give checklist in one of the grading scale, where the 1-5 grading scale could be define as:

**Table 3.1.**

<b>Scale</b>	<b>Description</b>
1	Very Dissatisfied
2	Dissatisfied
3	Neutral Satisfied / Dissatisfied
4	Satisfied
5	Very Satisfied

Source: <http://www.socialresearchmethods.net>

To determine the width of class interval, the range (highest value – lowest value) should be divided by the number of class. Based on Sugiyono (2011: 172) interval formula as follows:

$$\text{Interval Scale} = \frac{H - L}{k}$$

Where :

H = Highest value

L = Lowest value

k = the number of class

In this research, the interval scale is calculated like below :

$$\text{Interval Scale} = \frac{5 - 1}{5} = 0.8$$

Having found the interval scale, the level of satisfaction can be assessed like below:

- a. 1.00 – 1.80 = Very Poor
- b. 1.81 – 2.60 = Poor
- c. 2.61 – 3.40 = Moderate
- d. 3.41 – 4.20 = Good
- e. 4.21 – 5.00 = Very Good

### **3.2.1. Variable**

Variable is factor that is subject to change. The author use 1 variable in this analysis : Independent variable. Independent variable is variable which is affect to value of dependent variable. In this analysis, the author have 5 independent variables: Tangible, Empathy, Reliability, Responsiveness, and Assurance.

### **3.3 Sampling Design**

#### **3.3.1. Respondent Profile**

The criteria of the respondents are the exhibitors of Crafinas 2011. The total of the exhibitors of Crafinas or population are 304 people. The sampling data is 50, because there is limitation of time, so the author can't take the population.

The questionnaire was spread in Hall A and Paradise Hall, Jakarta Convention Center between November 30<sup>th</sup> until December 4<sup>th</sup> 2011

#### **3.3.2. Sampling Data**

According to Roscoe in his book entitled "Fundamental Research Statistics for The Behavioural Science, 2<sup>nd</sup> Edition" , there are four rules to decide the number of sample:

1. The sample size more than 30 and less than 500 are appropriate for a lot of research.
2. If sample are divided into several categories (men/women, senior/junior, etc) the sample size minimum 30 for each category.
3. In Multivariate research, the sample size will be better if 10 times or more much bigger than the variables on the research.
4. For simple experimental research with tight experiment control (match pairs, etc) the successful research may use small sample size between 10 until 20.

The author choose number 3 to Roscoe the sampling method. The 10 times 5 variables which is the sample size 50 respondents.

### 3.3.3. Validity and Reliability Test

Because the questionnaire in this research is self-constructed questionnaire, the validity and reliability test must be conducted.

#### 3.3.3.1. Validity Testing by Using SPSS

Validity testing shows how far the instrument (in this research is questionnaire) can measure which questions in the questionnaire are the exact question should ask to the respondents in order to accomplish the research objective. In this analysis, the The criteria to determined validity of the data from a questinnaire that is:

If  $r \text{ count} > r \text{ table}$  , means the question is Valid

If  $r \text{ count} < r \text{ table}$  , means the question is Invalid

The author using Product Moment Correlation formula, that are:

$$r = \frac{\sum_{i=1}^n (X_i - \bar{X})(Y_i - \bar{Y})}{\sqrt{\sum_{i=1}^n (X_i - \bar{X})^2} \sqrt{\sum_{i=1}^n (Y_i - \bar{Y})^2}}$$

Where:

$r$  = The validity coefficient item that look for

$X$  = The value that obtain from the subject each item

$Y$  = The value that obtain from the subject all item

$\Sigma X$  = The sum of all X values

$\Sigma Y$  = The sum of all Y values

$\Sigma X^2$  = Total square of X values

$\Sigma Y^2$  = Total square of Y values

N = Total respondent

### 3.3.3.2. Reliability Testing by Using SPSS

Reliability is used to measure how far the measurement result is relatively consistence if the measurement is done for the second time or more. In this research, the author used Cronbach Alpha formula. The formula for Cronbach Alpha is:

$$\alpha = \frac{N \cdot \bar{c}}{\bar{v} + (N - 1) \cdot \bar{c}}$$

Where:

$\alpha$  = instrument reliability's coefficient

$r$  = mean correlation coefficient between variables

k = number of questions

### 3.3.4. Weighted Mean Value

According to the statistic term, weighted mean is the average value.

The formula of Weighted mean like below :

$$x_w = \frac{\sum x_i w_i}{w_i}$$

Source : [www.childrensmercy.org/stats/definitions/weightedmean.com](http://www.childrensmercy.org/stats/definitions/weightedmean.com)

Where:

$x_i$  = data value

$w_i$  = number of respondents

$x_w$  = weighted mean

### 3.4. Limitations

Doing this research, the author have plenty limitation that author faced :

1. Authors find it difficult to collect data questionnaires because all participants can only be given a questionnaire when the day of the exhibition, so it is difficult to given out from the date of the exhibition. Ironic when the day of the exhibition, exhibitors are busy almost every time. The most effective is when the day of the exhibition because it can meet directly in large quantities, so I have to find a gap of time when participants were no customers.
2. This is the first time author does the research, author found several obtacles to complete this research but even author found many obtacles still this research invaluable experience.

# **CHAPTER IV**

## **ANALYSIS OF DATA AND INTERPRETATION OF RESULTS**

### **4.1. Respondents & Descriptive Analysis Method**

#### 4.1.1. Validity Testing

The author used SPSS 17.0 to test the validity and reliability of the questionnaire. The pre-questionnaire contains 25 questions and divide to 5 variables, so each dimensions have 5 questions. The pre questionnaire was spread to 20 exhibitors. Based on the corrected item total correlation table or r table, the author used 20 respondents and 5% as significant level so  $r = 0.444$ .

It means if the corrected item-total correction is below 0.444, the question will not use for the questionnaire. If the corrected item-total correction is above 0.444, the question will use for the questionnaire. Based on the result, there are 25 questions valid questions that eligible to be used as part of the questionnaire and 5 invalid questions. The author used to erase the 5 questions, because invalid. The complete validity testing result is shown at Table 4.1 & Table 4.2.



Item Total Statistics

Description	Corrected Item-Total Correlation	r table	Status
V1	0.694	0.444	Valid
V2	0.615	0.444	Valid
V3	0.517	0.444	Valid
V4	0.522	0.444	Valid
V5	-0.090	0.444	Invalid
V6	0.603	0.444	Valid
V7	0.694	0.444	Valid
V8	0.624	0.444	Valid
V9	0.615	0.444	Valid
V10	-0.119	0.444	Invalid
V11	0.512	0.444	Valid
V12	0.658	0.444	Valid
V13	0.614	0.444	Valid
V14	0.662	0.444	Valid
V15	0.163	0.444	Invalid
V16	0.738	0.444	Valid
V17	0.614	0.444	Valid
V18	0.735	0.444	Valid
V19	0.662	0.444	Valid
V20	-0.236	0.444	Invalid
V21	0.524	0.444	Valid
V22	0.577	0.444	Valid
V23	0.481	0.444	Valid
V24	0.539	0.444	Valid
V25	-0.450	0.444	Invalid

**Table 4.1 Result of Validity Test**

Description	Corrected Item-Total Correlation	r table	Status
Tangible			
V1	0.694	0.444	Valid
V2	0.615	0.444	Valid
V3	0.517	0.444	Valid
V4	0.522	0.444	Valid
Empathy			
V6	0.603	0.444	Valid
V7	0.694	0.444	Valid
V8	0.624	0.444	Valid
V9	0.615	0.444	Valid
Reliability			
V11	0.512	0.444	Valid
V12	0.658	0.444	Valid
V13	0.614	0.444	Valid
V14	0.662	0.444	Valid
Responsiveness			
V16	0.738	0.444	Valid
V17	0.614	0.444	Valid
V18	0.735	0.444	Valid
V19	0.662	0.444	Valid
Assurance			
V21	0.524	0.444	Valid
V22	0.577	0.444	Valid

V23	0.481	0.444	Valid
V24	0.539	0.444	Valid

**Table 4.2 Valid Questions**

Reliability test is used to find out the items in the questionnaire whether it is consistent or not in when the items is used. The author used SPSS version 17.0 for the computation, and Cronbach Alpha method to measure the reliability of the items in the questionnaire. Note that a reliability coefficient of .60 or higher is considered "acceptable" which means it can be use to continue the study. The coefficient 0.6 is fixed.

Description	Cronbach's Alpha if item deleted	Cronbach's Alpha	Status
Tangible			
V1	0.864	0.60	Reliable
V2	0.866	0.60	Reliable
V3	0.868	0.60	Reliable
V4	0.868	0.60	Reliable
Empathy			
V6	0.866	0.60	Reliable
V7	0.864	0.60	Reliable
V8	0.865	0.60	Reliable
V9	0.866	0.60	Reliable

Reliability				
V11	0.868	0.60	Reliable	
V12	0.865	0.60	Reliable	
V13	0.865	0.60	Reliable	
V14	0.865	0.60	Reliable	
Responsiveness				
V16	0.863	0.60	Reliable	
V17	0.865	0.60	Reliable	
V18	0.863	0.60	Reliable	
V19	0.865	0.60	Reliable	
Assurance				
V21	0.869	0.60	Reliable	
V22	0.867	0.60	Reliable	
V23	0.870	0.60	Reliable	
V24	0.868	0.60	Reliable	

**Table 4.3. Result of Reliability Test**

The table 4.3 above shows the result of reliability test in this study. It shows that the cronbach's alpha is higher than 0.60. The cronbach alpha for the questionnaire is 0.930 and it means each of the variables and all of the items in the questionnaire are reliable and it can be used to further study.

#### 4.1.1. Descriptive Statistics

The descriptive analysis in this study is a description or explanation from the primary data collection in the form of questionnaires that have been filled by research respondents. The populations used in this study are exhibitor at Crafina's exhibition in 2011.

- Characteristics of respondents by Gender

**Table 4.4. Descriptive statistics of respondents by Gender**

Gender	Respondent	Percentage
Male	19	38%
Female	31	62%
Total	50	100%

- Characteristics of respondents by Age

**Table 4.5. Descriptive statistics of respondents by Age**

Age Range	Respondent	Percentage
< 20 years	0	0 %
21 – 30 years	4	8 %
31 – 40 years	18	44 %
41 – 50 years	23	46 %
> 50 years	5	20 %

Total	50	100 %
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- Characteristics of respondents by joining PT MBK's exhibition

**Table 4.6. Descriptive statistics of respondents by the frequency join PT MBK's exhibition**

Frequency	Respondent	Percentage
Never	5	10 %
1 - 5 times	8	16 %
6 - 10 times	9	18 %
11 - 15 times	17	34 %
> 15 times	11	22 %
Total	50	100 %

## 4.2. Tangible Variable ( $x_1$ ).

**Table 4.7. The Result of Statement 1**

	<b>Frequency (f)</b>	<b>Score (b)</b>	<b>f X s</b>	<b>Percent(%)</b>
Very Dissatisfied	3	1	3	6%
Dissatisfied	5	2	10	10%
Neutral	20	3	60	40%
Satisfied	15	4	60	30%
Very Satisfied	7	5	35	14%
Total	50		168	100%
Mean	$= \sum (f \times s) /$ T	=	3.36	
Clasification	=	<b>Moderate</b>		

	<b>Frequency (f)</b>	<b>Score (b)</b>	<b>f X s</b>	<b>Percent(%)</b>
Very Dissatisfied	7	1	7	14%
Dissatisfied	13	2	26	26%
Neutral	19	3	57	38%
Satisfied	11	4	44	22%

Very Satisfied	0	5	0	0%	Based on Table 4.7.
Total	50		134	100%	
Mean	$= \frac{\sum (f \times s)}{T}$		=	2.68	
Classification	=	<b>Moderate</b>			

with the indicator “During the Crafina’s exhibition, the main area is cleanliness”. Respondents who answered “Very satisfied” were 7 respondents (14%) Respondents who answered “Satisfied” were 15 respondents (30%), 20 respondents who answered neutral (40%), 5 respondents answered “Dissatisfied” (10%) and 3 respondents answered “Very Dissatisfied” (6%). The total mean of this question is 3.36 which is include **Moderate**.

**Table 4.8. The Result of Statement 2**

Based on Table 4.8. with the indicator “The facilities (lamp, table, and etc) is good and neatly arranged on the stand”. Respondents who answered “Very satisfied” were 0 respondents (0%) Respondents who



answered “Satisfied” were 11 respondents (22%), 19 respondents who answered neutral (38%), 13 respondent answered “Dissatisfied” (26%) and 7 respondents answered “Very Dissatisfied” (14%). The total mean of this question is 2.68 which is include **Moderate**.

**Table 4.9. The Result of Statement 3**

	<b>Frequency (f)</b>	<b>Score (b)</b>	<b>f X s</b>	<b>Percent(%)</b>
Very Dissatisfied	3	1	3	6%
Dissatisfied	11	2	22	22%
Neutral	15	3	45	30%
Satisfied	20	4	80	40%
Very Satisfied	1	5	5	2%
Total	50		155	100%
Mean	$= \sum (f \times s) / T$	=	3,1	
Clasification	=	<b>Moderate</b>		

Based on Table 4.9. with the indicator “The staff dress appropriately”. Respondents who answered “Very satisfied” were 1 respondents (2%) Respondents who answered “Satisfied” were 20 respondents (40%), 15 respondents who answered neutral (30%), 11 respondent answered “Dissatisfied” (22%) and 3 respondents answered “Very Dissatisfied” (6%). The total mean of this question is 3.1 which is include **Moderate**.

**Table 4.10. The Result of Statement 4**

	Frequency (f)	Score (b)	f X s	Percent(%)
Very Dissatisfied	2	1	2	4%
Dissatisfied	12	2	24	24%
Neutral	15	3	45	30%
Satisfied	21	4	84	42%
Very Satisfied	0	5	0	0%
Total	50		155	100%
Mean	$= \frac{\sum (f \times s)}{T}$	=	3,1	
Clasification	=	<b>Moderate</b>		

Based on Table 4.10. with the indicator “The staff have attractive appearance i.e. elegant, smart, etc”. Respondents who answered “Very satisfied” were 0 respondents (14%) Respondents who answered “Satisfied” were 21 respondents (42%), 15 respondents who answered neutral (30%), 12 respondent answered “Dissatisfied” (24%) and 2 respondents answered “Very Dissatisfied” (4%). The total mean of this question is 3.1 which is include **Moderate**.

**Table 4.11. The Weighted mean of Tangible dimension**

Question	f x s	Respondents
Question 1	168	50
Question 2	134	50
Question 3	155	50
Question 4	155	50
Total	612	200
Mean	=	3,06

Based on Table 4.11. The total mean of Tangible is 3.06 which is include Moderate.

### 4.3. Emphaty Variable ( $x_2$ )

**Table 4.12. The Result of Statement 5**

	Frequency (f)	Score (b)	f X s	Percent(%)
Very Dissatisfied	1	1	1	2%
Dissatisfied	5	2	10	10%
Neutral	15	3	45	30%
Satisfied	27	4	108	54%
Very Satisfied	2	5	10	4%
Total	50		174	100%
Mean	$= \sum (f \times s) /$ T	=	3,48	
Clasification	=	<b>Good</b>		

Based on Table 4.12. with the indicator “The staff are able to communicate effectively with you”. Respondents who answered “Very satisfied” were 2 respondents (4%) Respondents who answered “Satisfied” were 27 respondents (54%), 15 respondents who answered neutral (30%), 5 respondent answered “Dissatisfied” (10%) and 1 respondents answered “Very Dissatisfied” (2%). The total mean of this question is 3.48 which is include **Good**.

**Table 4.13. The Result of Statement 6**

	Frequency (f)	Score (b)	f X s	Percent(%)
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Very Dissatisfied	2	1	2	4%
Dissatisfied	3	2	6	6%
Neutral	14	3	42	28%
Satisfied	22	4	88	44%
Very Satisfied	9	5	45	18%
Total	50		183	100%
Mean	$= \sum (f \times s) / T$	=	3,66	
Clasification	=	<b>Good</b>		

Based on Table 4.13. with the indicator “The staff show personal attention to you”. Respondents who answered “Very satisfied” were 9 respondents (18%) Respondents who answered “Satisfied” were 22 respondents (44%), 14 respondents who answered neutral (28%), 3 respondent answered “Dissatisfied” (6%) and 2 respondents answered “Very Dissatisfied” (4%). The total mean of this question is 3.66 which is include **Good**.

**Table 4.14. The Result of Statement 7**

	Frequency (f)	Score (b)	f X s	Percent(%)
Very Dissatisfied	1	1	1	2%
Dissatisfied	4	2	8	8%
Neutral	20	3	60	40%

Satisfied	19	4	76	38%
Very Satisfied	6	5	30	12%
Total	50		175	100%
Mean	$= \frac{\sum (f \times s)}{T}$	=	3,5	
Clasification	=	<b>Good</b>		

Based on Table 4.14. with the indicator “The staff know your specific needs”. Respondents who answered “Very satisfied” were 6 respondents (12%) Respondents who answered “Satisfied” were 19 respondents (38%), 20 respondents who answered neutral (40%), 4 respondent answered “Dissatisfied” (8%) and 1 respondents answered “Very Satisfied” (2%). The total mean of this question is 3.5 which is include **Good**.

**Table 4.15. The Result of Statement 8**

	Frequency (f)	Score (b)	f X s	Percent(%)
Very Dissatisfied	1	1	1	2%
Dissatisfied	3	2	6	6%
Neutral	14	3	42	28%
Satisfied	26	4	104	52%
Very Satisfied	6	5	30	12%
Total	50		183	100%
Mean	$= \frac{\sum (f \times s)}{T}$	=	3,66	
Clasification	=	<b>Good</b>		

Based on Table 4.15. with the indicator “Complaint(s) and Suggestion(s) are welcome friendly by the staff”. Respondents who answered “Very satisfied” were 6 respondents (12%) Respondents who answered “Satisfied” were 26 respondents (52%), 14 respondents who answered neutral (28%), 3 respondent answered “Dissatisfied” (6%) and 1 respondents answered “Very Dissatisfied” (2%). The total mean of this question is 3.66 which is include **Good**.

**Table 4.16. The weighted mean of Emphaty dimensions**

Question	f x s	Respondents
Question 1	174	50
Question 2	183	50
Question 3	175	50
Question 4	183	50
Total	715	200
Mean	=	3,575

Based on Table 4.16. The total mean of Emphaty is 3.575 which is include Good.

#### **4.4. Reliability variable ( $x_3$ )**

**Table 4.17. The Result of Statement 9**

	Frequency (f)	Score (b)	f X s	Percent(%)
Very Dissatisfied	2	1	2	4%
Dissatisfied	4	2	8	8%
Neutral	15	3	45	30%

Satisfied	23	4	92	46%
Very Satisfied	6	5	30	12%
Total	50		177	100%
Mean	$= \sum (f \times s) / T$	=	3,54	
Clasification	=	<b>Good</b>		

Based on Table 4.17. with the indicator “The staff can provide you the service as promised”. Respondents who answered “Very satisfied” were 6 respondents (12%) Respondents who answered “Satisfied” were 23 respondents (46%), 15 respondents who answered neutral (30%), 4 respondent answered “Dissatisfied” (8%) and 2 respondents answered “Very Dissatisfied” (4%). The total mean of this question is 3.54 which is include **Good**.

**Table 4.18. The Result of Statement 10**

	Frequency (f)	Score (b)	f X s	Percent(%)
Very Dissatisfied	1	1	1	2%
Dissatisfied	1	2	2	2%
Neutral	17	3	51	34%
Satisfied	21	4	84	42%
Very Satisfied	10	5	50	20%
Total	50		188	100%
Mean	$= \sum (f \times s) / T$	=	3,76	
Clasification	=	<b>Good</b>		

Based on Table 4.18. with the indicator “The staff provide you accurate information”. Respondents who answered “Very satisfied” were 10 respondents (20%) Respondents who answered “Satisfied”

were 21 respondents (42%), 17 respondents who answered neutral (34%), 1 respondent answered “Dissatisfied” (2%) and 1 respondents answered “Very Dissatisfied” (2%). The total mean of this question is 3.76 which is include **Good**.

**Table 4.19. The Result of Statement 11**

	Frequency (f)	Score (b)	f X s	Percent(%)
Very Dissatisfied	3	1	3	6%
Dissatisfied	4	2	8	8%
Neutral	9	3	27	18%
Satisfied	23	4	92	46%
Very Satisfied	11	5	55	22%
Total	50		185	100%
Mean	$= \frac{\sum (f \times s)}{T}$	=	3,7	
Clasification	=	<b>Good</b>		

Based on Table 4.19. with the indicator “The staff perform the service right at the first time”. Respondents who answered “Very satisfied” were 11 respondents (22%) Respondents who answered “Satisfied” were 23 respondents (46%), 9 respondents who answered neutral (18%), 4 respondent answered “Dissatisfied” (8%) and 3 respondents answered “Very Dissatisfied” (6%). The total mean of this question is 3.7 which is include **Good**.



**Table 4.20. The Result of Statement 12**

	<b>Frequency (f)</b>	<b>Score (b)</b>	<b>f X s</b>	<b>Percent(%)</b>
Very Dissatisfied	1	1	1	2%
Dissatisfied	5	2	10	10%
Neutral	16	3	48	32%
Satisfied	24	4	96	48%
Very Satisfied	4	5	20	8%
Total	50		175	100%
Mean	$= \sum (f \times s) /$ T	=	3,5	
Clasification	=	<b>Good</b>		

Based on Table 4.20. with the indicator “The staff offer you some help”. Respondents who answered “Very satisfied” were 4 respondents (8%) Respondents who answered “Satisfied” were 24 respondents (48%), 16 respondents who answered neutral (32%), 5 respondent answered “Dissatisfied” (10%) and 1 respondents answered “Very Dissatisfied” (2%). The total mean of this question is 3.5 which is include **Good**.

**Table 4.21. The weighted mean of Reliability dimension**

Question	f x s	Respondents
Question 1	177	50
Question 2	188	50
Question 3	185	50

Question 4	175	50
Total	725	200
Mean	=	3,625

Based on Table 4.21. The total mean of Reliability is 3.625 which is include Good.

#### 4.5. Responsiveness Variable ( $x_4$ )

**Table 4.22. The Result of Statement 13**

	Frequency (f)	Score (b)	f X s	Percent(%)
Very Dissatisfied	2	1	2	4%
Dissatisfied	9	2	18	18%
Neutral	18	3	54	36%
Satisfied	21	4	84	42%
Very Satisfied	0	5	0	0%
Total	50		158	100%
Mean	$= \frac{\sum (f \times s)}{T}$	=	3,16	
Clasification	=	<b>Moderate</b>		

Based on Table 4.22. with the indicator “The staff tell you exactly when services will be provided”. Respondents who answered “Very satisfied” were 0 respondents (0%) Respondents who answered “Satisfied” were 21 respondents (42%), 18 respondents who answered neutral (36%), 9 respondent answered “Dissatisfied” (18%) and 2 respondents answered “Very Dissatisfied” (4%). The total mean of this question is 3.16 which is include **Moderate**.

**Table 4.23. The Result of Statement 14**

	Frequency (f)	Score (b)	f X s	Percent(%)
Very Dissatisfied	0	1	0	0%
Dissatisfied	2	2	4	4%
Neutral	16	3	48	32%
Satisfied	25	4	100	50%
Very Satisfied	7	5	35	14%
Total	50		187	100%
Mean	$= \frac{\sum (f \times s)}{T}$		=	3,74
Clasification	=	<b>Good</b>		

Based on Table 4.23. with the indicator “The staff give you prompt service”. Respondents who answered “Very satisfied” were 7 respondents (14%) Respondents who answered “Satisfied” were 25 respondents (50%), 16 respondents who answered neutral (32%), 2 respondent answered “Dissatisfied” (4%) and 0 respondents answered “Very Dissatisfied” (0%). The total mean of this question is 3.74 which is include **Good**.

**Table 4.24. The Result of Statement 15**

	Frequency (f)	Score (b)	f X s	Percent(%)
Very Dissatisfied	0	1	0	0%

Dissatisfied	4	2	8	8%
Neutral	17	3	51	34%
Satisfied	24	4	96	48%
Very Satisfied	5	5	25	10%
Total	50		180	100%
Mean	$= \sum (f \times s) / T$	=	3,6	
Clasification	=	<b>Good</b>		

Based on Table 4.24. with the indicator “The staff are willing to help you”. Respondents who answered “Very satisfied” were 5 respondents (10%) Respondents who answered “Satisfied” were 24 respondents (48%), 17 respondents who answered neutral (34%), 4 respondent answered “Dissatisfied” (8%) and 0 respondents answered “Very Dissatisfied” (0%). The total mean of this question is 3.6 which is include **Good**.

**Table 4.25. The Result of Statement 16**

	Frequency (f)	Score (b)	f X s	Percent(%)
Very Dissatisfied	0	1	0	0%
Dissatisfied	8	2	16	16%
Neutral	14	3	42	28%
Satisfied	24	4	96	48%
Very Satisfied	4	5	20	8%
Total	50		174	100%

Mean	$= \sum (f \times s) /$		
	T	=	3,48
Clasification	=	<b>Good</b>	

Based on Table 4.25. with the indicator “The staff respond to you in any condition”. Respondents who answered “Very satisfied” were 4 respondents (8%) Respondents who answered “Satisfied” were 24 respondents (48%), 14 respondents who answered neutral (28%), 8 respondent answered “Dissatisfied” (16%) and 0 respondents answered “Very Dissatisfied” (0%). The total mean of this question is 3.48 which is include **Good**.

**Table 4.26. The Weighted Mean of Responsiveness dimension**

Question	f x s	Respondents
Question 1	158	50
Question 2	187	50
Question 3	180	50
Question 4	174	50
Total	699	200
Mean	=	3,495

Based on Table 4.26. The total mean of Responsiveness is 3.495 which is include Good.

#### **4.6. Assurance variable ( $x_5$ )**

**Table 4.27. The Result of Statement 17**

	Frequency (f)	Score (b)	f X s	Percent(%)
Very Dissatisfied	7	1	7	14%
Dissatisfied	14	2	28	28%
Neutral	12	3	36	24%
Satisfied	10	4	40	20%
Very Satisfied	7	5	35	14%
Total	50		146	100%
Mean	$= \sum (f \times s) / T$	=	2,92	
Clasification	=	<b>Moderate</b>		

Based on Table 4.27. with the indicator “The staff are trustworthy”. Respondents who answered “Very satisfied” were 7 respondents (14%) Respondents who answered “Satisfied” were 10 respondents (20%), 12 respondents who answered neutral (24%), 14 respondent answered “Dissatisfied” (28%) and 7 respondents answered “Very Dissatisfied” (14%). The total mean of this question is 2.92 which is include **Moderate**.

**Table 4.28. The Result of Statement 18**

	Frequency (f)	Score (b)	f X s	Percent(%)
Very Dissatisfied	8	1	8	16%
Dissatisfied	17	2	34	34%
Neutral	8	3	24	16%
Satisfied	11	4	44	22%
Very Satisfied	6	5	30	12%
Total	50		140	100%
Mean	$= \sum (f \times s) / T$	=	2,8	

Classification	=	<b>Moderate</b>
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Based on Table 4.28. with the indicator “The staff have required skill to perform service”. Respondents who answered “Very satisfied” were 6 respondents (12%) Respondents who answered “Satisfied” were 11 respondents (44%), 8 respondents who answered neutral (16%), 17 respondent answered “Dissatisfied” (34%) and 8 respondents answered “Very Dissatisfied” (16%). The total mean of this question is 2.8 which is include **Moderate**.

**Table 4.29. The Result of Statement 19**

	Frequency (f)	Score (b)	f X s	Percent(%)
Very Dissatisfied	2	1	2	4%
Dissatisfied	2	2	4	4%
Neutral	7	3	21	14%
Satisfied	28	4	112	56%

Very Satisfied	11	5	55	22%
Total	50		194	100%
Mean	$= \frac{\sum (f \times s)}{T}$	=	3,88	
Clasification	=	Good		

Based on Table 4.29. with the indicator “The staff speak with you by using an appropriately address forms”. Respondents who answered “Very satisfied” were 11 respondents (22%) Respondents who answered “Satisfied” were 28 respondents (56%), 7 respondents who answered neutral (14%), 2 respondent answered “Dissatisfied” (4%) and 2 respondents answered “Very Dissatisfied” (4%). The total mean of this question is 3.88 which is include **Good**.

**Table 4.30. The Result of Statement 20**

	Frequency (f)	Score (b)	f X s	Percent(%)
Very Dissatisfied	1	1	1	2%
Dissatisfied	3	2	6	6%
Neutral	7	3	21	14%
Satisfied	23	4	92	46%
Very Satisfied	16	5	80	32%
Total	50		200	100%
Mean	$= \frac{\sum (f \times s)}{T}$	=	4	
Clasification	=	<b>Good</b>		

Based on Table 4.30. with the indicator “During the exhibition, I feel safe for my security stuff”. Respondents who answered “Very



satisfied” were 16 respondents (32%) Respondents who answered “Satisfied” were 23 respondents (46%), 7 respondents who answered neutral (14%), 3 respondent answered “Dissatisfied” (6%) and 1 respondents answered “Very Dissatisfied” (2%). The total mean of this question is 4 which is include **Good**.

**Table 4.31. The Weighted Mean of Assurance dimension**

Question	f x s	Respondents
Question 1	146	50
Question 2	140	50
Question 3	194	50
Question 4	200	50
Total	680	200
Mean	=	3,4

Based on Table 4.31. The total mean of Assurance is 3.40 which is include Moderate.

#### **4.7. Ratio of Weighted Mean of each variables**

**Table 4.32. Ratio of Weighted Mean of each variables**

Variable	The weighted mean	Status
Tangibles	3.06	<b>Moderate</b>
Emphaty	3.575	<b>Good</b>
Reliability	3.625	<b>Good</b>
Responsiveness	3.495	<b>Good</b>
Assurance	3.4	<b>Moderate</b>

## CHAPTER V

### CONCLUSIONS AND RECOMMENDATIONS

#### 5.1. Conclusion

1. From Chapter IV “Analysis Data and Intrpret Results”, weighted mean of Tangible dimension is 3.06 which is include **Moderate**. It means the appearance of physical facilities, equipment, personnel, and communication material used is so standard, but not bad also for the exhibitor. Especially about the statement that shows the facilities, PT MBK have to improve it.
2. From Chapter IV “Analysis Data and Intrpret Results”, weighted mean of Emphaty dimension is 3.575 which is include **Good** satisfaction.
3. From Chapter IV “Analysis Data and Interpret Results”, weighted mean of Reliability dimension is 3.625 which is include **Good** satisfaction.
4. From Chapter IV “Analysis Data and Intrpret Results”, weighted mean of Responsiveness dimension is 3.495 which is include **Good** satisfaction.
5. From Chapter IV “Analysis Data and Intrpret Results”, weighted mean of Assurance dimension is 3.40 which is include **Moderate**. It means the knowledge and courtesy of employees and their ability to inspire trust and confidence in the customer is so standard, but not bad also for the exhibitor. Especially in the statement that shows the skills and competence, PT MBK have to improve it.

From the weighted mean, the strongest dimension is Reliability dimension which the weighted mean is 3.625 include Good.

From the weighted mean, the weakest dimension is Tangibles dimension which the weighted mean is 3.06 include Moderate. Therefore, the PT MBK should arrange the training for improve their performance in this dimension, at least until the level shows the good satisfaction level.

## **5.2. Recommendations**

This analysis is study about the service quality towards customer satisfaction at Crafina Exhibition. This is quantitative analysis.

### **5.2.1. For PT Mediatama BinaKreasi**

From the results, PT MBK have to improve the tangibles and assurance dimensions from moderate to good satisfaction. For tangibles, the point is about the facilities, because the weighted mean is moderate. For assurance, the skills and competence of employees PT MBK can't made the exhibitor trust to the employees. For other dimensions, PT MBK have to keep the quality. In the other hands, the good satisfaction, PT MBK have to maintain or maybe they can improve to very good satisfaction.

### **5.2.2. For Further Research**

For the next analysis hope this thesis would help them to make their thesis easily understand. For the researcher who wants to spread questionnaire at Crafinas exhibition about the staff of PT MBK and also for the one who take data analysis with dominant factor using multiple regression. They will know much about factor analysis after reading this thesis. Hope after read this thesis, the next researcher will have a better understanding of service quality and customer satisfaction and also can implement this knowledge into the real world.

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# Appendices

## EXHIBITOR SATISFACTION QUESTIONNAIRE

I am Kevin Visetya Perdana, student President University who are doing my thesis as my final project. In order to accomplish my Bachelor Degree, I am researching about Exhibitor Satisfaction to PT Mediatama BinaKreasi in Crafina Exhibition. Because of that, I need your help to fill in the questionnaire below. Thank you very much for your contribution.

### Personal Identification:

**Gender** :  **Male**  **Female**

**Age** :  **<20 years**  **21-30 years**  
 **31 – 40 years**  **41 – 50 years**  
 **> 50 years**

### The frequency of you had joint PT MBK's exhibition :

**Never**  **1-5 times**  
 **6-10 times**  **11-15 times**  
 **>15 times**

Mohon dijawab pertanyaan di bawah ini dengan mengisi ceklist (V) pada angka yang paling sesuai dengan penilaian anda tentang Statement tentang staff PT Mediatama BinaKreasi saat pameran Crafina.

Terima kasih atas waktu dan partisipasinya

Skala:

1: Very Dissatisfied

2: Dissatisfied

3: Neutral

4: Satisfied

5: Very Satisfied

Tangibles		1	2	3	4	5
No	Pertanyaan					
1	During the Crafina's exhibition, the main area is cleanliness					
2	The facilities (lamp, table, and etc) is good and neatly arranged on the stand					
3	The staff dress appropriately					
4	The staff have attractive appearance i.e. elegant, smart, etc					

Emphaty		1	2	3	4	5
No	Pertanyaan					
5	The staff are able to communicate effectively with you					
6	The staff show personal attention to you					
7	The staff know your spesific needs					
8	Complaint(s) and Suggestion(s) are welcome friendly by the staff					



<b>Reliability</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>No</b>	<b>Pertanyaan</b>					
9	The staff can provide you the service as promised					
10	The staff provide you accurate information					
11	The staff perform the service right at the first time					
12	The staff offer you some help					

<b>Responsiveness</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>No</b>	<b>Pertanyaan</b>					
13	The staff tell you exactly when services will be provided					
14	The staff give you prompt service					
15	The staff are willing to help you					
16	The staff respond to you in any condition					

<b>Assurances</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>No</b>	<b>Pertanyaan</b>					
17	The staff are trustworthy					
18	The staff have required skill to perform service					
19	The staff speak with you by using an appropriately address forms					
20	During the exhibition, I feel safe for my security stuff					

N	V1	V2	V3	V4	V5	V6	V7	V8	V9	V
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