

**ANALYSIS THE EFFECT OF SERVICE QUALITY, PRICE AND
LOCATION TOWARDS CUSTOMER SATISFACTION IN REDDOORZ
ONLINE HOTEL RESERVATIONS IN YOGYAKARTA CASE STUDY OF
REDDOORZ APPLICATION CUSTOMERS**

**ANALISIS PENGARUH KUALITAS PELAYANAN, HARGA DAN
LOKASI TERHADAP KEPUASAN KONSUMEN PADA PEMESANAN
HOTEL REDDOORZ SECARA ONLINE DI YOGYAKARTA STUDI
KASUS PADA PELANGGAN APLIKASI REDDOORZ**



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UNDERGRADUATE THESIS

In partial fulfilment for the requirement for the degree of Bachelor of Economics
at International Program for Islamic Economics and Finance (IPIEF), Department
of Economics, Faculty of Economics and Business.

Universitas Muhammadiyah Yogyakarta



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DECLARATION

I hereby,

Name : Reivista Aurally Ivana

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I hereby declare that this undergraduate thesis entitled "**ANALYSIS THE EFFECT OF SERVICE QUALITY, PRICE AND LOCATION TOWARDS CUSTOMER SATISFACTION IN ONLINE HOTEL REDDOORZ RESERVATIONS IN YOGYAKARTA CASE STUDY OF REDDOORZ APPLICATION CUSTOMERS.**" does not contain any content that has been used to obtain a bachelor's degree at any universities. However, in exception for all the quotations and ideas used as references are listed in the bibliography or references. Therefore, if there is an intellectual violation in this undergraduate thesis, then I am willing to bear the consequences.

Yogyakarta, 3rd July 2020

Reivista Aurally Ivana

MOTTO

Time is like a sword. If you don't use it well, it will use you. (HR. Muslim).

Someone acting without knowledge is like traveling without guidance. And many people already know that people like that would be destroyed, not saved. (Hasan Al Bashri).

It is not knowledge that should come to you, but you who should go to knowledge. (Imam Malik).

Knowledge is not memorized, but it is beneficial. (Imam Shafi'i).

Anyone who goes out of the house to seek knowledge, then he is in the way of Allah until he returns. (HR. Tirmidhi).

The most complete gift of God is life based on science. (Ali ibn Abi Talib).

What really counts is a good end, not a bad start. (Ibn Taymiyah).

DEDICATION

I present this undergraduate thesis to ...

My beloved parents, who always support and offer all the best prayers for me.

My wonderful family's who is always pray for me.

For all my friends who always support me all the time.

IPIEF 2016 which gives many valuable memories and experiences.

For my almamater, Universitas Muhammadiyah Yogyakarta.

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The completion of the preparation of this undergraduate thesis is inseparable from the direction, guidance, and support of various parties. Therefore on this occasion the author would like to thank:

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As a final word, the author realize that this undergraduate thesis still has deficiencies. Therefore, suggestions, criticisms, and development for further research is needed for research on this topic.

Yogyakarta, 3rd July 2020

Reivista Aurally Ivana

TABLE OF CONTENT

TITTLE PAGE	ii
AUTHORIZATION PAGE.....	iii
ENDORSEMENT PAGE.....	iv
DECLARATION	v
MOTTO.....	vi
DEDICATION.....	vii
ABSTRACT	vii
ACKNOWLEDGEMENT	x
TABLE OF CONTENT	xii
LIST OF TABLE	xiv
LIST OF FIGURE	xv
CHAPTER I	1
Research Background	1
Research Problem	10
Research Objective	10
Limitation of Study	11
Research Benefit	11
CHAPTER II	13
Theoretical Basis	13
Previous Research.....	22
Hypothesis	28
Research Model	31
CHAPTER III.....	33
Object and Subject of the Research.....	33
Type of Data.....	33

Sampling Techniques.....	33
Data Collection Technique.....	35
Operational Definitions of Research Variables.....	36
Data Instrument Test.....	38
Hypothesis Test and Data Analysis.....	40
CHAPTER IV.....	44
General Description of Objective and Subjective Research.....	44
Result of Instrument and Data Quality Test.....	49
Result of Research.....	55
Discussion.....	64
CHAPTER V.....	70
Conclusion.....	70
Suggestion.....	71
Limitation of Research.....	72
REFERENCES.....	73
QUESTIONNAIRE.....	79
APPENDIX.....	82

LIST OF TABLE

Table 1.1 Ranking of Online Hotel Booking Sites in Indonesia	7
Table 2.1 Previous Research Results	24
Table 3.1 Operational Definitions of Research Variables	36
Table 3.2 Reliability level based on alpha	40
Table 4.1 Characteristic of Respondent Based on Gender.....	46
Table 4.2 Characteristic of Respondents Based on Age	46
Table 4.3 Characteristics Respondents Based on Jobs	47
Table 4.4 Characteristic Respondent Based on Income.....	48
Table 4.5 Validity Test Results of Service Quality Variables (X1)	50
Table 4.6 Validity Test Results of Price Variables (X2)	51
Table 4.7 Validity Test Results of Location Variables (X3).....	51
Table 4.8 Validity Test Results of Customer Satisfaction Variable (Y).....	52
Table 4.9 Reliability Test Results of Service Quality Variables (X1).....	53
Table 4.10 Reliability Test Results of Price Variables (X2).....	53
Table 4.11 Reliability Test Results of Location Variables (X3).....	54
Table 4.12 Reliability Test Results of Customer Satisfaction Variables (Y)...	55
Table 4.13 Normality Test Results	56
Table 4.14 Results of Heteroscedasticity Test	57
Table 4.15 Multicollinearity Test Results	58
Table 4.16 Multiple Linear Regression Test Results.....	59
Table 4.17 Determination Coefficient Test Results (R2)	61
Table 4.18 Results of F Test.....	62
Table 4.19 The Result of T Test.....	63

TABLE OF FIGURE

Figure 1.1 Indonesian Foreign Exchange Income from the Tourism Sector in 2009-2019.....	2
Figure 1.2 Growth of Internet Users.....	3
Figure 1.3 Number of DIY Tourists in 2014-2018.....	6
Figure 2.1 Research Model	32
Figure 3.1 Graphic number of tourists in Yogyakarta 2014-2018	34
Figure 4.1 Normality Test	56