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**THE COMPARISON ANALYSIS OF PRICE TOWARDS QUALITY, HOSPITALITY, AND DESIGN BETWEEN FOUR POINTS HOTEL AND LAGOON HOTEL***ANALISIS PERBANDINGAN HARGA MENUJU KUALITAS, KERAMAHTAMAHAN, DAN PERANCANGAN ANTARA FOUR POINTS HOTEL DAN LAGOON HOTEL*

by:

**Indah Rani Jessica Kindangen<sup>1</sup>**  
**Sifrid Pangemanan<sup>2</sup>**  
**Johan Tumiwa<sup>3</sup>**

<sup>123</sup>Faculty of Economics and Business, International Business Administration, Management Program  
Sam Ratulangi University Manado

E-mail:

<sup>1</sup>[ikindangen10@gmail.com](mailto:ikindangen10@gmail.com)<sup>2</sup>[sifrid\\_s@gmail.com](mailto:sifrid_s@gmail.com)<sup>3</sup>[johantumiwa@gmail.com](mailto:johantumiwa@gmail.com)

**Abstract:** Hotel Lagoon and Four Points have a place in the central shopping area and both hotels are very strategic, access to go to the mall is very easy. which makes this hotel has a difference is to parked in the lagoon hotel is very easy to find and the location of the hotel lagoon is quite far from the streets, lagoon hotel is located behind the Bahu Mall, while for Four Points own place one with Manado Town Square, for parking also had to share with Mantos and in the end it was difficult to find an empty parking lot. The location of the four points hotel is close to the streets so for access using public transport more easily. the price offered is also different. for the size of hotels such as lagoon can be categorized as luxury hotel but the price given by the hotel is cheaper than the four points hotel. while the price offered by four points higher., in terms of hospitality Hotel Lagoon has employees who cater to visitors very friendly and faster to respond than the Four Points, and seen from the design Lagoon has a spot to take pictures for the hobby by taking pictures and also distinguishes the Lagoon and Four points from its design, for the building design between the Lagoon and the more luxurious Four Points Lagoon than the Four Points.

**Keywords:** *price, hospitality, design*

**Abstrak:** Hotel Lagoon dan Four Points berada di area pusat perbelanjaan sehingga tidak akan sulit untuk para pengunjung hotel berpergian ke mall. Yang membuat kedua hotel ini memiliki perbedaan adalah parkir di lagoon hotel sangat mudah ditemukan tetapi lokasi lagoon hotel ini cukup jauh dari jalanan, lagoon hotel ini terletak di area belakang Bahu Mall, sedangkan untuk Four Points sendiri satutempat dengan Manado Town Square, untuk parkir juga harus berbagi dengan Mantos dan pada akhirnya sulit untuk menemukan tempat parkir yang kosong. Lokasi hotel four points ini dekat dengan jalan sehingga untuk akses menggunakan transportasi umum lebih mudah. harga yang ditawarkan juga berbeda. untuk ukuran hotel seperti lagoon dapat dikategorikan sebagai hotel mewah tetapi harga yang diberikan oleh hotel lebih murah daripada hotel four points. sedangkan harga yang ditawarkan oleh four points lebih tinggi. dalam hal keramahan Hotel Lagoon memiliki karyawan yang melayani pengunjung sangat ramah dan cepat tanggap dibandingkan Four Points, dan terlihat dari desain Lagoon memiliki tempat untuk berfoto untuk hobi dengan mengambil gambar dan juga membedakan Lagoon dan four points dari desainnya, untuk desain bangunan antara Lagoon dan Four Points Lagoon yang lebih mewah daripada Four Points.

**Kata Kunci:** *harga, keramah tamahan, desain*

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**INTRODUCTION****Research Background**

Hotel is one service company that prioritizes service. But with the intense competition in the business world especially the mention of the market then it takes more than just the best service, a hotel must also have a good marketing strategy. Hotel has a very crucial role in supporting tourism activities in a region.

In its own hospitality Sales and Marketing is a department responsible for marketing strategy and achievement of occupancy rate (occupancy) of hotel. The complete definition of management contained in the Sales and Marketing Department, according to Sihite (1996) is; "It is a function that carries out all the planning, assignment and supervision of sales activities rather than a company, in terms of salesman acceptance, recruiting, training arrangements, supervision, control, (cost), and the motivation of the salesmen".

Marketing the hotel by applying the cheapest price can indeed be the best way to attract the attention of prospective guests, but this is also the worst way to generate large and stable profits. Actually, there is another reason why you should not put your hotel in the market as a hotel with the cheapest room rates. Instead of competing on price, you better compete on the value and experience given to the guests.

**Research Objective**

The objectives of this research:

1. The influence of Price on quality in Four Point Hotel and Lagoon Hotel.
2. The influence of Hospitality on quality in Four Point Hotel and Lagoon Hotel
3. The influence of Design on quality in Four Point Hotel and Lagoon Hotel

**THEORETICAL FRAMEWORK****Marketing**

In many companies today, marketing plays a role as an important factor for businesses and struggling to survive living in the world of competition. Marketing is an important factor as the company's strategy in the operations primarily related to the consumer. According to Kotler and Armstrong (2010: 29) "Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customer in return."

**Innovation**

Merriam-Webster (2016) said Innovation means introducing a new thing to the world. Innovation is generally taking place to offer improved product and services to the customer as well as organizational business gaining. According to Merriam-Webster Innovation can be defined simply as a new idea, device or method. To attract customers and grow their business, hoteliers are doing research and development activities to come up with innovative product and services.

**Service**

Al-Ababneh (2017) said Service quality in the hospitality industry becomes one of the most important factors for gaining a sustainable competitive advantage and customers' confidence in the highly competitive marketplace, and therefore service quality can give the hospitality industry a great chance to create competitive differentiation for organizations. A successful hotel delivers excellent quality service to customers, and service quality is considered the life of hotel.

**Cleanliness**

Zaba (2014) said The importance of hygiene and sanitation in hotels is one of the most essential priorities for general managers and department heads. Professional cleaning services help you exceed cleanliness goals by ensuring:

1. Guest satisfaction with all areas of your property from entrances to workout facilities.
2. Positive comments on review sites across all social media channels.
3. Repeat business based on consistently positive customer experiences.
4. Backup for those times when on-site housekeeping staff is short-handed.
5. Dependably clean facilities that appeal to business and convention guests.

6. An inviting, sanitary environment for both hotel guests and in-house staff.

### **Price**

Schindler (2012: 1-3) Price is the quantity of payment or compensation given by one party to another in return for one unit of goods or services. In modern economies, prices are generally expressed in units of some form of currency. (For commodities, they are expressed as currency per unit weight of the commodity, e.g. euros per kilogram.) Although prices could be quoted as quantities of other goods or services, this sort of barter exchange is rarely seen. Prices are sometimes quoted in terms of vouchers such as trading stamps and air miles.

### **Quality**

Nanda (2016) quality has a pragmatic interpretation as the non-inferiority or superiority of something; it's also defined as being suitable for its intended purpose (fitness for purpose) while satisfying customer expectations. Quality is a perceptual, conditional, and somewhat subjective attribute and may be understood differently by different people.

### **Previous Research**

Innovation Activity in the Hotel Sector the Case Of Croatia by Smiljana Pivcevic and Daniela Garbin Prancevic (2012) has shown due to the problem of empirical measurement of innovation and the specific characteristics of hotel sector, the CIS IV1 questionnaire design was used and adapted for this purpose.

Innovations in Hospitality Industry by Elena A. Dzhandzhugazova, Ekaterina A. Blinova, Liubov N. Orlova and Marianna M. Romanova (2016) has shown The article focuses on the study of the role and importance of innovation, its classification, the problems of its application in the hotel industry with emphasis on the application of sensory marketing tools in the development of the innovative marketing mix within the hospitality industry.

Innovation activity in the hotel industry by MartínezRos and Ester (2009) has shown innovation activity as two innovation degrees in which client intensity is monitored by hotels and leads to the introduction of additional characteristics to existing attributes (incremental innovation) or to the adoption of a new attribute (radical innovation) in the services provided, although these changes in the service may come from process innovation.

## **RESEARCH METHOD**

### **Type of Research**

This research is quantitative method and comparative research as data analysis tools.

### **Place and Time of Research**

This research was conducted in Manado.

### **Population and Sample**

The population in this research is all customers of Hotel Four Point and Lagoon in Manado. The sample of this research is all customer of Fourpoint and Lagoon Hotel in Manado, as many as 100. The sampling design is convenience sampling that is considered as the best way of getting some basic information quickly and efficient.

### **Data Analysis Method**

#### **Validity and Reliability**

Toward questionnaire design conducted is to perform validity and reliability test and to prove the truth of hypothesis and to know the relation rate between variable. From the result of research's analysis conducted that questionnaire design with Pearson correlation coefficient more than 0.3 indicates valid, alpha coefficient on approximately 0.6000 – 0.7999, so questionnaire design indicates reliable.

### Independent Sample T-Test

A t-test is any statistical hypothesis test in which the test statistic follows a Student's t distribution, if the null hypothesis is supported. It is most commonly applied when the test statistic would follow a normal distribution if the value of a scaling term in the test statistic were known. When the scaling term is unknown and is replaced by an estimate based on the data, the test statistic (under certain conditions) follows a Student's t distribution.

## RESULT AND DISCUSSION

### Result

#### Validity and Reliability Result

#### Validity Test

**Table 1. Validity Test Result**

Indicators	Pearson Correlation
X <sub>1.1</sub>	,788**
X <sub>1.2</sub>	,844**
X <sub>1.3</sub>	,800**
X <sub>2.1</sub>	,813**
X <sub>2.2</sub>	,798**
X <sub>2.3</sub>	,827**
X <sub>2.4</sub>	,758**
X <sub>3.1</sub>	,815**
X <sub>3.2</sub>	,822**
X <sub>3.3</sub>	,825**

Source: Data proceeds,2018

Table 1 shows the test of validity using person correlation. Based on the table above all the indicators shows the number of Pearson Correlation above 0.3, indicates that all the indicators are valid.

**Reliability Test****Table 2. Reliability Test**

Variables	Cronbach's Alpha
X <sub>1</sub>	,738
X <sub>2</sub>	,808
X <sub>3</sub>	,756

Source: Data proceeds,2018

Table 2 shows represented the reliability test using Cronbach's Alpha. All the variables Pricing Toward Quality (X<sub>1</sub>), Hospitality (X<sub>2</sub>) and Design (X<sub>3</sub>) are tested and show the number of Cronbach's Alpha above 0.6, means that all the variable are reliable. Alpha Cronbach is 0.872 which is above the acceptance limit of 0.6; therefore the research instrument is reliable.

**Normality Test****Table 3. Normality Test****One-Sample Kolmogorov-Smirnov Test**

		X1Av	X2Av	X3Av
N		100	100	100
Normal Parameters <sup>a,b</sup>	Mean	5,5968	5,6650	5,8896
	Std. Deviation	1,30958	1,28079	1,20339
Most Extreme Differences	Absolute	,132	,156	,153
	Positive	,120	,108	,125
	Negative	-,132	-,156	-,153
Kolmogorov-Smirnov Z		1,322	1,561	1,528
Asymp. Sig. (2-tailed)		,061	,153	,187
<b>a. Test distribution is Normal.</b>				
<b>b. Calculated from data.</b>				

Source: Data proceeds,2018

Normality test data is a common thing to do before a statistical method. Purpose test for normality is to determine whether the distribution of the data follow a normal distribution or close to, the distribution of data with normal distribution pattern (data distribution is not skewed to the left or right).

Analysis:

Ho : The population is normally distributed

Ha : The population is not normally distributed

The criteria of decision making is based on the probability

If the probability value > 0.05 so Ho received

If the probability value ≤ 0.05 then Ho is rejected

Based on the Table 3 further decision are resulted as follows:

1. It appears that a significant column (Asymp. Sig (2-tailed)) for X1 is 0.061 or more than 0.05 then the probability of Ho received a population mean of X1 is normally distributed.
2. It appears that a significant column (Asymp. Sig (2-tailed)) for X2 is 0.153 or more than 0.05 then the probability of Ho received a population mean of X2 is normally distributed.

It appears that a significant column (Asymp. Sig (2-tailed)) for X3 is 0.187 or more than 0.05 then the probability of Ho received a population mean of X3 is normally distributed.

### Compare Means

**Table 4 Compare Mean between Four Points Hotel and Lagoon Hotel**

	Group	N	Mean	Std. Deviation	Std. Error
					Mean
X1Av	1,00	50	4,5672	,95804	,13549
	2,00	50	6,6264	,61948	,08761
X2Av	1,00	50	4,7250	1,05130	,14868
	2,00	50	6,6050	,63706	,09009
X3Av	1,00	50	5,0330	1,07416	,15191
	2,00	50	6,7462	,52398	,07410

Source: Data proceeds,2018

From the Table 4 we can see the deference between the independent sample based on group of hotel which is defined group 1 as Four Point and group two as Lagoon. This table calculate mean from total respondent's answers of Lagoon Hotel and Four Points Hotel ( $X_1 - X_3$ ).From the difference above shows that most of the respondents preferred group 2 better than group 1. In case of X1, mean of group 1 is 4,56 while group 2 is 6.62. This is happened also to variable X2 where group 2 has mean 6.60 while group 1 only 4.72. Variable X3 shows the same result where group 2 is bigger than group 1.

### Compare Means

#### Homogeneity Test

To test of Homogeneity, this research using the Levene's Test for Equality of Variances with assumption as followed:

Ho : The data is homogenous

Ha : The population is not homogenous

The criteria of decision making is based on the probability

If the probability value  $> 0.05$  so Ho received

If the probability value  $\leq 0.05$  then Ho is rejected

**Table 5 Levene's Test for Equality of Variances**

Variables	F	Sig.
X <sub>1</sub> Av	3,318	,072
X <sub>2</sub> Av	7,081	,009
X <sub>3</sub> Av	12,058	,001

Source: Data proceeds,2018

Based on the table above further decision are resulted as follows:

1. It appears that a significant column Sig. for  $X_1$  is 0.072 or more than 0.05 then the probability of  $H_0$  received a homogeneity means of  $X_1$  is homogen.
2. It appears that a significant column Sig. for  $X_2$  is 0.009 or less than 0.05 then the probability of  $H_0$  rejected a homogeneity means of  $X_2$  is not homogen.
3. It appears that a significant column Sig. for  $X_3$  is 0.001 or less than 0.05 then the probability of  $H_0$  rejected a homogeneity means of  $X_3$  is not homogen.

### Independent Sample t-test

Independent t-test used to test the effect in a level of significant different between group which are Four Points Hotel and Lagoon Hotel using  $X_1 - X_3$  as a measurement by perform in a comparison the  $t_{count}$  at  $\alpha = 0.05$ , or compare there al level of probability on 95% partially so the deferent can be seen as individual independent variables. The criteria of the t – test as follows:

1.  $sig \leq 0.05$  means  $H_0$  is rejected and accepting  $H_a$
2.  $sig > 0.05$  means  $H_0$  is accepted and rejecting  $H_a$

**Table 6 Independent Samples Test**

Variables		t	Df	Sig. (2-tailed)	Mean Difference
X <sub>1</sub> Av	Equal variances assumed	-12,763	98	,000	-2,05920
	Equal variances not assumed	-12,763	83,877	,000	-2,05920
X <sub>2</sub> Av	Equal variances assumed	-10,814	98	,000	-1,88000
	Equal variances not assumed	-10,814	80,710	,000	-1,88000
X <sub>3</sub> Av	Equal variances assumed	-10,136	98	,000	-1,71320
	Equal variances not assumed	-10,136	71,070	,000	-1,71320

Source: Data proceeds,2018

#### X<sub>1</sub>. Pricing Toward Quality

The table above is information about the difference among grup 1 and grup 2 of  $X_1$  measured by average of 3 indicators which are  $X_{1.1}$  until  $X_{1.3}$ . Normality test results show that both groups of subject have a normal distribution. Homogeneity test results of 0.072 bigger then 0.05 shows that the variance between the study sample is homogeneous, means that for the variable  $X_1$  this research use data on row equal variances assumed. Table above shows the negative value mean of group 2 better than group 1 with 2.059 differences. Table also shows the number of  $t_{count}$  at 12.763 is bigger than  $t_{table}$  at 1.984 and the sig shows 0.00 less than 0.05 means that the difference between group 1 and group 2 is significant, where group 2 is better than group 1.

#### X<sub>2</sub>. Hospitality

The table above information about the difference among group 1 and group 2 of  $X_2$  measured by average of 4 indicators which are  $X_{2.1}$  until  $X_{2.4}$ . Normality test results show that both groups of subject have a normal distribution. Homogeneity test results of 0.009 less than 0.05 shows that the variance between the study samples is not homogeneous, means that for the variable  $X_2$  on this research use data on row equal variances not assumed. Table above shows the negative value mean of group 2 better than group 1 with 1.880 differences. Table also shows the number of  $t_{count}$  at 10.814 is bigger than  $t_{table}$  at 1.984 and the sig shows 0.00 less than 0.05 means that the difference between group 1 and group 2 is significant, where group 2 is better than group 1.

### X<sub>3</sub>. Design

The table above information about the difference among group 1 and group 2 of X<sub>3</sub> measured by average of 3 indicators which are X<sub>3.1</sub> until X<sub>3.3</sub>. Normality test results show that both groups of subject have a normal distribution. Homogeneity test results of 0.001 bigger less 0.05 shows that the variance between the study samples is not homogeneous, means that for the variable X<sub>3</sub> of this research use data on row equal variances assumed. Table above shows the negative value mean of group 2 better than group 1 with 1.713 difference. Table also shows the number of t<sub>count</sub> at 10.136 is bigger than t<sub>table</sub> at 1.984 and the sig shows 0.00 less than 0.05 means that the difference between group 1 and group 2 is significant, where group 2 is better than group

### Discussion

This research has identified three attributes in two hotels namely price, hospitality, design. First of all is the price, normality test results shows that both groups of subject have a normal distribution. Homogeneity test results shows that the variance between the study samples is homogeneous, means that for the variable of the first subject with the used data on this research is assumed equal variances. The data shows the negative value means that the second subject is better than the first subject with 2.059 differences. The data also shows the number of the first subject at 12.763 is bigger than the second subject at 1.984 and the sig shows 0.00 less than 0.05 means that the difference between the first and the second subject is significant, where the second subject is better than the first subject.

The second is the hospitality. Normality test results show that both groups of subject have a normal distribution. Homogeneity test results of 0.009 less than 0.05 shows that the variance between the study samples is not homogeneous, means that for the variable of the second subject on this research use data on row equal variances not assumed. Table above shows the negative value mean of group 2 better than group 1 with 1.880 differences. Table also shows the number of the second subject 10.814 is bigger than the first subject at 1.984 and the sig shows 0.00 less than 0.05 means that the difference between the first and the second subject is significant, where the second subject is better than the first subject.

The third is the design. Normality test results show that both groups of subject have a normal distribution. Homogeneity test results of 0.001 bigger less 0.05 shows that the variance between the study samples is not homogeneous, means that for the variable of this research use data on row equal variances assumed. The data shows the negative value mean of the second subject is better than the first subject with 1.713 differences. The data also shows the number of the second subject at 10.136 is bigger than the first subject at 1.984 and the sig shows 0.00 less than 0.05 means that the difference between the first and the second subject is significant, where the second subject is better than the first subject.

Based on the data gathered, the result shows that, the second subject which is Lagoon Hotel is better in all aspects provided, from the price, hospitality, and the design. Even though both are a top choices hotels in Manado, but apparently the customers still prefers one over another. Even for the locals, we can assume that they still make assumptions about the hotels they stayed at whereas they can just go home but they still go to hotels sometimes.

## CONCLUSION AND RECOMMENDATION

### Conclusion

Hotel Lagoon and Four Points have a place in the central shopping area and both hotels are very strategic, access to go to the mall is very easy. which makes this hotel has a difference such as, parking area is very easy to find and the lagoon hotel location is quite far from the streets, lagoon hotel is located behind the Bahu Mall, while for Four Points own the same place with Manado Town Square, the parking area also need to share with Mantos and in the end it was difficult to find an empty parking area. The location of the Four Points hotel is close to the streets so the access of using public transportation is easier. On the other side, Lagoon is better than Four Points in terms of price. Hotel Lagoon has a cheaper price than the Four Points Hotel and I n terms of hospitality Hotel Lagoon has employees who cater to visitors very friendly and faster to respond than the Four Points, and seen from the design Lagoon has a spot to take pictures for the hobby by taking pictures and also distinguishes the Lagoon and Four points from its design, for the building design between the Lagoon and the more luxurious Four Points Lagoon than the Four Points.

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they still make assumptions about the hotels they stayed at whereas they can just go home but they still go to hotels sometimes.

The data shows the number of respondents based on gender. Number of Male in this research is slightly less than female which are 48 respondents and 52. Most of the females on this research are the ones that prefer the second subject which is Lagoon Hotel to stayed at over the other one which is Four Points Hotel. Most of the male don't really think about the quality provided by hotels because the only thing that most of them care about is that they have a place to spend the night at. Based on this finding, we can say that female more interested to spend the night in hotel compare than male.

The result shows that the number of respondents based on their age. Most of these two hotel respondents are on the age between 21 – 40 years old at 59 respondents. This indicates that most of the respondents are in the productive age and their purpose to stay at these two hotels for the business purposes. While age 41 above is the lowest one. On this age people are tend to go on vacation rather than business purposes. Thus this finding lead to these two hotels main customers are the business man or woman.

Even though most of the respondents are business people, but there are also customers that actually spend the night in hotels just because it's already late to actually go home, or there are customers that would spend the night in hotels to hang out with family or friends for a gathering, party, or some stuff like that. The ones that actually does that are the young adults like college students the went to a party or something and just simply find a place where they can spend the night together rather than going home and disturb their families. The business people that spend the night in hotels don't actually need one to stayed at, they simply need the convention hall for a business meeting but then decided to rent a room also just in case they need extra space to put their extra belongings when they have to change clothes for another meeting or if they just want to change clothes for something that might happen when the actual meeting is done.

### Recommendation

The researcher recommends to the company to improve the Physical Environment based on the above results, because in each hotel is written in this research still has its own shortcomings and advantages, especially Four Points hotel to improve the quality of their service and facilities. The Four Points Hotel need to improve the quality of price to match the customers' needs and wants, also they need to improve the quality of their facility on their hospitality and the design of their hotels.

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