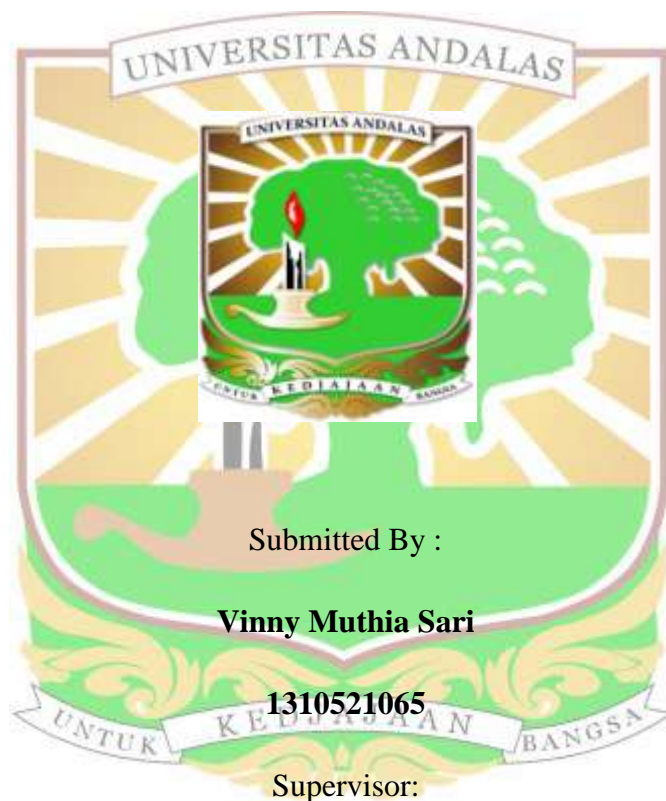


**THE ANALYSIS BETWEEN GUEST COMMENT CARD QUALITY  
AND CUSTOMER PERCEPTION OF FOUR STAR HOTELS  
IN PADANG CITY**


**THESIS**

Thesis is Submitted as Partial of the Requirement for a Bachelor Degree in  
Management Department – Faculty of Economics



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**BACHELOR DEGREE INTERNATIONAL MANAGEMENT  
FACULTY OF ECONOMICS  
ANDALAS UNIVERSITY  
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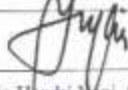
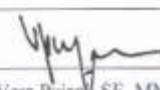

**The Analysis between Guest Comment Card Quality and Customer Perception of Four Star Hotels in Padang City**  
*Bachelor Thesis by Vinny Muthia Sari*  
*Supervisor : Dr. Yulia Hendri Yeni, SE, MT, Ak*

**ABSTRACT**

This research has the purpose to analyze about guest comment card quality of four star hotels in Padang, the customers perception towards the guest comment card quality itself, and the comparison between guest comment card quality and customers perception. This research took place in Bumi Minang Hotel, Grand Inna Muara Hotel, and Pangeran Beach Hotel. The data obtained through a semi-structured interview by using open ended questionnaires. The samples were drawn from 5 customers from each hotel, with a total of 15 customers from three different hotel. The data analyzed by using a content analysis method. This research followed 8 guidelines from Bartkus et al (2009), which are return methods, introductory statement, contact information, number of questions, space for open comments, response categories for close ended questions, number of response for close ended questions, question wording, and 1 additional guideline from Wisner & Corney (1997), which is attachment of gift.

**Keywords** : Guest Comment Card, Marketing Strategy, Customer Loyalty, Customer Satisfaction, Customer Feedback

This thesis has already examined and passed on January 13, 2017. This abstract has already approved by supervisor and examiners

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