

**THE STUDY OF GUEST COMMENT CARD QUALITY OF FOUR STAR
HOTELS IN PADANG**


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



**Submitted by:
Chindy Dearisa
1310521045**

Supervisor: Dr. Yulia Hendri Yeni, SE, MT. Akt

**BACHELOR DEGREE INTERNATIONAL MANAGEMENT
ECONOMIC FACULTY
ANDALAS UNIVERSITY
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2017**

	No. of Alumni at University	Chindy Dearisa	No. of Alumni Number at Faculty
	a) Place/ Date of Birth: Padang/ January, 22nd 1996 b) Parent's Name: Sabtamuddin, SST c) Faculty: Economic d) Major: International Management e) ID Number:1310521045 f) Graduation Date: February, 25th 2017 g) Grade: Very Satisfied h) CGPA: 3.32 i) Length of Study: 3 years, 4 month j) Parent's Address: Mega Permai 1 Blok A/4 No. 25, Kecamatan Koto Tangah, Lubuk Buaya, Padang.		

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Supervisor: Dr. Yulia Hendri Yeni, SE, MT. Akt*

ABSTRACT

The research has the purpose to study the guest comment card quality of four star hotels in Padang. This research took place in Grand Inna Muara Hotel, Pangeran Beach Hotel, Bumi Minang Hotel and Mercure Hotel. The data obtained throughs in depth interview and sample were drawn from the population of practitioners in hospitality industry and academicians in Padang city. The data analyzed by using 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, guideline, guest feedback, quality

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

Signature	1.	2.	3.
Name	Dr. Yulia Hendri Yeni, SE, MT. Akt	Dr. Vera Pujani, SE, MM. Tech	Meuthia, SE, M.Sc

Acknowledged,
Head of Management Department

Dr. Verinita, SE,
Msi
NIP. 197208262003122004

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