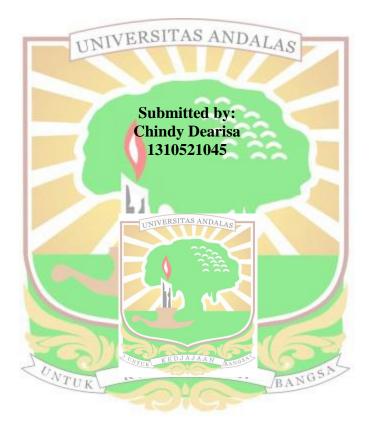
THE STUDY OF GUEST COMMENT CARD QUALITY OF FOUR STAR HOTELS IN PADANG

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



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

BACHELOR DEGREE INTERNATIONAL MANAGEMENT ECONOMIC FACULTY ANDALAS UNIVERSITY PADANG JANUARY 2017



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Bachelor Thesis By: Chindy Dearisa Supervisor: Dr. Yulia Hendri Yeni, SE, MT. Akt

UNIVERSITAS ANDALAS 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:

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