

**KUESIONER UNTUK PELANGGAN  
HOTEL GUMILANG SARI BANDUNG**

Kepada Yth :

Bapak / Ibu / Saudara / i

Pelanggan Hotel Gumilang Sari Bandung

Dengan Hormat,

Sehubungan dengan penelitian yang saya lakukan di Hotel Gumilang Sari Bandung maka saya memohon kesediaan Bapak / Ibu / Saudara / i untuk mengisi pertanyaan-pertanyaan yang telah tersedia. Penelitian ini dilakukan dalam rangka penyusunan skripsi tingkat sarjana di Fakultas Ekonomi jurusan Manajemen Universitas Kristen Maranatha Bandung.

Atas perhatian dan kesediaan dari Bapak / Ibu / Saudara/ i yang telah meluangkan waktu dalam rangka mengisi kuesioner ini, saya mengucapkan terima kasih.

Hormat saya,

**( Andre )**

## Petunjuk Pengisian Bagian I dan II

Pilihlah jawaban yang paling sesuai dengan pendapat Anda dengan memberikan tanda silang (X) atau cek (✓) pada kotak yang tersedia

### I. KARAKTERISTIK RESPONDEN

1. Jenis kelamin anda :

- Laki-laki  Perempuan

2. Usia Anda :

- < 20 – 30 tahun  51 - 60 tahun  
 31 – 40 tahun  diatas 60 tahun  
 41 – 50 tahun

3. Pekerjaan Anda :

- Pegawai Negeri / BUMN  Pelajar / Mahasiswa  
 Pegawai swasta  Lainnya:.....  
 Wiraswasta / Pengusaha

4. Asal Daerah Anda :

- Asli Bandung  dari luar Bandung

5. Jumlah penghasilan Anda per bulan ( **untuk yang sudah bekerja** ):

- Kurang dari Rp 1 juta  > Rp 5 - 10 juta  
 Rp 1 – 3 juta  > Rp 10 – 20 juta  
 > Rp 3 – 5 juta  diatas Rp 20 juta

6. Tujuan menginap di Hotel Gumilang Sari Bandung :

- Berlibur  Bisnis  
 Dinas  Lainnya:.....

7. Pertama kali anda mengenal Hotel Gumilang Sari Bandung :

- Keluarga / Saudara  Iklan di Media massa  
 Relasi / teman  Lainnya : .....  
 Biro perjalanan





### III Karakteristik Loyalitas Pelanggan

Petunjuk pengisian:

Pilihlah jawaban yang anda anggap sesuai dengan memberikan tanda silang (✖) atau cek (✓) pada satu jawaban yang paling sesuai dengan pilihan anda

- SS= Sangat Sering, S= Sering, CS= Cukup Sering, J= Jarang, TP= Tidak Pernah

Tingkat Loyalitas Pelanggan					
	SS	S	CS	J	TP
1. Frekuensi Anda menginap di Hotel Gumilang Sari Bandung					
2. Anda menolak berkunjung ke Hotel yang lain					
3. Anda mengajak dan merekomendasikan teman / kolega untuk menginap di Hotel Gumilang Sari Bandung					

***SELAMAT MENGINAP***

Lampiran 5

Brosur dan Leaflet Yang Ada di Hotel

**Bamboo Karaoke**  
Open daily 07:00 pm-03:00 am.  
Available the exclusive rooms and spacious karaoke in hall.  
Completed with qualified ladies escort and lounge bar.

**Suzisuki Steamboat Restaurant**  
Proudly serve the Thailand Special Menu and The Various Menu of Suii Style with delicious Zushi Sauce.

**Kayu Manis Cafe**  
Proudly offering the various menu. Give you the best service with the friendly staff.

**Taipei Chinese Restaurant**  
Proudly serves you with exotic. Typical Szechuan and Cantonese cuisine.

**Gumilang Sari Hotel**, being situated in a fresh environment up on the hill, undoubtedly serve you with the most pleasant relaxation and tranquility. Yet, the hotel is just a short distance away from the city centre and the neighbouring tourist resort, Lembang. That if you plan to save a short trip to the reputable jeans centre in Jalan Champelas as the next day's agenda.

**Tangkuban Parahu Crater**

**GUMILANG SARI HOTEL**  
Jl. Dr. Setiabudhi No.323 - 325 Bandung  
Phone. (62-22) 2012618  
Fax. (62-22) 2012612

**Gumilang Sari HOTEL**  
BANDUNG  
*we're small but we're better*

Gumilang Sari Hotel is a suitable place to relax or even to do your business. We know how to make your stay in Bandung a convenient as you expect.

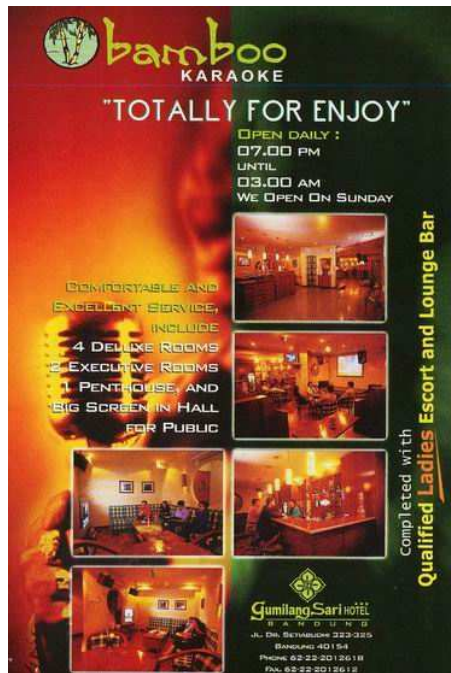
Gumilang Sari Hotel is splendidly arranged for business and pleasure. Located in the best location of Northern of Bandung and only 15 minutes away from the city center, 30 minutes from Airport, 30 minutes from Railway Station, 30 minutes to Tangkuban Parahu Crater between Bandung & Lembang a tourist destinations district. Experience a pleasant view of the beauty of Bandung City especially at night.

We also provide Drive Check in Counter, where you can do your procedure check in without leaving the seat of your car. Your stay will be as pleasant as your imagination a home our well facilities and well friendly staff will prove it.

**Our Facilities**  
Rooms are available in Standard, Superior, Deluxe and Executive types. Completed with Private Garage, Wall to wall Carpet, Color Television Set with Worldwide Program, Central Movie & Soft Music Channel, Private Bathroom with Bathub, Hot & Cold Water, Kemandang Bathroom, Function Rooms, Chinese Restaurant, Thailand Steamboat Restaurant, Cafe, 24 Hours Room Service, Drugstore, Children Play Ground, Extra Large Parking Area, Exclusive Karaoke, Live Music Entertainment, and Lounge Bar.

**Banquet Hall & Function Room**  
Kemandang Ball Room is a nicely decorated hall with an open balcony which allows you to sip the freshness air while watching the beauty of the view. Our hall will always help you to throw the most memorable party in your life, like Wedding Party, Birthday Party, Farewell Party, etc.

We also have four function Rooms which you can use it for your activities, such as meeting, product launching, little party, etc. Completed with mike, sound system, OHP & screen, white board and flipchart.



**bamboo**  
KARAOKE

**"TOTALLY FOR ENJOY"**

OPEN DAILY :  
07.00 PM  
UNTIL  
03.00 AM  
WE OPEN ON SUNDAY

COMFORTABLE AND  
EXCELLENT SERVICE,  
INCLUDE

- 4 DELUXE ROOMS
- 2 EXECUTIVE ROOMS
- 1 PENTHOUSE, AND  
BIG SCREEN IN HALL  
FOR PUBLIC

Completed with  
**Qualified Ladies Escort and Lounge Bar**

**Gumilang Sari HOTEL**  
BANDUNG  
Jl. Dr. Setiabudi No. 323-325  
BANDUNG 40154  
Phone: 62-22-2012618  
Fax: 62-22-2012618



**Gumilang Sari HOTEL**  
BANDUNG

WELCOME TO GUMILANG SARI HOTEL

**PUBLISH RATE 2004**  
(Valid from Nov 2003 until Nov 2004)

ROOM	WEEKDAY	WEEKEND
STANDARD	Rp. 250.000,-	Rp. 300.000,-
SUPERIOR	Rp. 285.000,-	Rp. 335.000,-
DELUXE	Rp. 335.000,-	Rp. 385.000,-
EXECUTIVE	Rp. 385.000,-	Rp. 435.000,-

Extra Bed Rp. 95.000,-

The above rates are included:  
21% Government Tax & Service  
Breakfast for two persons  
Welcome drink for two persons

Weekday: Sunday to Thursday  
Weekend: Friday to Saturday & one day before holiday  
Check in time 13.00 pm & Check out 12.00  
Special rate for long staying guest

**FACILITIES**

Exclusive Rooms are available in Standard, Superior, Deluxe and Executive types, completed with Private Garage, Kemuning Ballroom, Function Rooms, Coffee Shop, 24 Hours Room Service, Drugstore, Children Playground, Extra Large Parking Area, Live Music Entertainment, Karaoke with VIP Rooms, Hall and Lounge Bar.

20 minutes away to Railway Stations & Airport,  
15 minutes to city center and 30 minutes to Tangkuban Parahu Mountain and others tourist objects.

For further information please contact:  
**Gumilang Sari Hotel Bandung**  
Jl. Dr. Setiabudi No. 323-325  
Bandung 40154  
Phone: (62-22) 2012618 (Hunting)  
Fax: (62-22) 2012612  
E-mail: gumilangsari@bdg-centra.net.id

# Wedding Package

**Paket Kemuning 1** *25.900.000*

Pilihan menu untuk 500 orang  
Pemakaian selama 2 jam  
Mike & sound system  
Dekorasi pelaminan  
1 (satu) buah ice carving dengan 2 initial  
2 (dua) buah buku tamu & alat tulis  
Kamar pengantin 1 (satu) malam & makan pagi  
Dekorasi kamar pengantin  
Keranjang buah & karangan bunga di kamar pengantin  
Pelayanan khusus untuk sajian bagi keluarga mempelai  
Harga khusus untuk pemesanan kamar bagi keluarga & kerabat  
Complimentary 1 (satu) kamar untuk ulang tahun pernikahan ke 1

**Paket Kemuning 2** *31.750.000,-*

Pilihan menu untuk 500 orang  
Pemakaian selama 2 jam  
Mike & sound system  
Dekorasi pelaminan  
1 (satu) buah ice carving dengan 2 initial  
2 (dua) buah buku tamu & alat tulis  
Kamar pengantin 1 (satu) malam & makan pagi  
Dekorasi kamar pengantin  
Keranjang buah & karangan bunga di kamar pengantin  
Foto studio berikut album & 1 (satu) buah pembesaran  
Foto dokumentasi 2 album dan video shooting  
Mobil pengantin BMW selama 10 jam  
Pelayanan khusus untuk sajian bagi keluarga mempelai  
Harga khusus untuk pemesanan kamar bagi keluarga & kerabat  
Complimentary 1 (satu) kamar untuk ulang tahun pernikahan ke 1

**Paket Kemuning 3** *34.900.000,-*

Pilihan menu untuk 500 orang  
Pemakaian selama 2 jam  
Mike & sound system  
Dekorasi pelaminan  
1 (satu) buah ice carving dengan 2 initial  
2 (dua) buah buku tamu & alat tulis  
Kamar pengantin 1 (satu) malam & makan pagi  
Dekorasi kamar pengantin  
Keranjang buah & karangan bunga di kamar pengantin  
Foto studio berikut album & 1 (satu) buah pembesaran  
Foto dokumentasi 2 album dan video shooting  
Mobil pengantin Baby Benz selama 10 jam  
Rias pengantin istimewa  
Entertainment (singer, electone player & MC)  
Pelayanan khusus untuk sajian bagi keluarga mempelai  
Harga khusus untuk pemesanan kamar bagi keluarga & kerabat  
Complimentary 1 (satu) kamar untuk ulang tahun pernikahan ke 1









**Gumilang Sari HOTEL**

For further information, please contact:  
Sales & Marketing Department  
Jl. C. Sekeloa No. 33-35  
Semarang 50154  
Telp. 021-22103716  
Fax. 021-221012612  
E-mail: gumilangsari@tdc.com/ind.net



# Meeting Package

## ROOM RENTAL

ROOM	SET-UP/CAPACITY	PRICE
Cemara (12 Hours)	Theatre Style / 200 Pax Class Room Style / 150 Pax U-Shape Style / 80 Pax	Rp.1.500.000,-
Pinus (12 Hours)	Theatre Style / 75 Pax Class Room Style / 50 Pax U-Shape Style / 35 Pax	Rp. 850.000,-
Bougenville (12 Hours)	Theatre Style / 25 Pax U-Shape Style / 15 Pax	Rp. 550.000,-

## ONE DAY MEETING

(Non Residential-Min. 15 Pax)

PACKAGE A (4 Hours) Rp. 65.000,- /Pax

(1 x Coffee Break & 1 x Lunch)

PACKAGE B (8 Hours) Rp. 80.000,- /Pax

(2 x Coffee Break & 1 x Lunch)

PACKAGE C (8 Hours) Rp. 105.000,- /Pax

(1 x Coffee Break, 1 x Lunch & 1 x Dinner)

PACKAGE D (12 Hours) Rp. 120.000,- /Pax

(2 x Coffee Break, 1 x Lunch & 1 x Dinner)

### These rates are included:

- Meeting Room Usage
- Meeting Equipment (Mike & Sound System, OHP & Screen, Whiteboard, Marker, Flipchart & Paper, Memo Pad & Pencil)
- Candy & Mineral Water during Meeting
- 21% Tax & Service Charge

## FULLBOARD MEETING

PACKAGE	SHARING (1 Room/2 Persons)	SINGLE (1 Room/1 Person)
A	Rp. 285.000,- /Pax	Rp. 365.800,- /Pax
B	Rp. 285.000,- /Pax	Rp. 395.000,- /Pax

### These rates are included:

- Welcome Drink on Arrival
- Meeting Room Usage
- Meeting Equipment (Mike & Sound System, OHP & Screen, Whiteboard, Marker, Flipchart & Paper, Memo Pad & Pencil)
- Candy & Mineral Water during Meeting
- Breakfast, Lunch & Dinner
- 2 x Coffee Break
- Welcome Banner
- 21% Tax & Service Charge



CEMARA ROOM



PINUS ROOM



BOUGENVILLE ROOM



For further information, please contact:  
Sales & Marketing Department  
Jl. Dr. Soetobashi No. 323-326  
Bandung 40154  
Telp. 62-22 2012618  
Fax. 62-22 2012612  
E-mail: gumiangsari@bdj.cendin.net.id

**Gumiang Sari HOTEL**  
BANDUNG