

## Table of Contents

<i>ABSTRACT</i> .....	<i>iv</i>
<i>ABSTRAK</i> .....	<i>v</i>
<i>FOREWORD</i> .....	<i>v</i>
<i>Table of Contents</i> .....	<i>vii</i>
<i>List of Tables</i> .....	<i>ix</i>
<i>List of Figures</i> .....	<i>x</i>
<i>CHAPTER I</i> .....	<i>1</i>
<i>INTRODUCTION</i> .....	<i>1</i>
1.1 Overview of the Research Object .....	<i>1</i>
1.2 Research Background.....	<i>2</i>
1.3 Research Problems .....	<i>10</i>
1.4 Research Purposes .....	<i>10</i>
1.5 Research Benefits .....	<i>10</i>
1.6 Writing Systematics .....	<i>11</i>
<i>CHAPTER II</i> .....	<i>13</i>
<i>LITERATURE REVIEW</i> .....	<i>13</i>
2.1 Marketing .....	<i>13</i>
2.1.1 Marketing Management .....	<i>14</i>
2.1.2 Service Marketing .....	<i>14</i>
2.1.3 Marketing Mix .....	<i>15</i>
2.1.4. Service Definition .....	<i>18</i>
2.1.5. Service Characteristics .....	<i>18</i>
2.1.6. Sport Center .....	<i>19</i>
2.1.7. Customer Satisfaction .....	<i>20</i>
2.1.9 Billiard Sports .....	<i>23</i>
2.2. Previous Research.....	<i>24</i>
2.3. Influence Between Variables.....	<i>24</i>
2.3.1 Impact of Price Towards Customers Satisfaction .....	<i>24</i>
2.3.2 Impact of Place Towards Customers Satisfaction.....	<i>25</i>
2.3.3 Impact of Price Towards Customers Satisfaction are not Affected .....	<i>26</i>
2.3.4 Impact of Price Towards Customers Satisfaction are not Affected .....	<i>26</i>
2.4. Research Framework.....	<i>27</i>
2.5. Research Hypothesis.....	<i>28</i>
<i>CHAPTER III</i> .....	<i>30</i>
<i>RESEARCH METHOD</i> .....	<i>30</i>
3.1 Research Types and Methods .....	<i>30</i>
3.2 Data and Sources of Data .....	<i>31</i>

<b>3.3 Population and Data Sample .....</b>	<b>31</b>
3.3.1 Population .....	31
3.3.2 Data Sample .....	32
<b>3.4 Data Collection Method.....</b>	<b>33</b>
<b>3.5 Data Analysis Method .....</b>	<b>39</b>
3.5.1 Validity and Reliability Test .....	39
3.5.2 Descriptive Analysis .....	43
3.5.3 Classic Assumption Test.....	46
3.5.4 Linear regression analysis .....	47
3.5.5 Coefficient Correlation Analysis .....	48
3.5.6 Coefficient Determination Analysis.....	49
3.5.7 Hypothesis Test Analysis.....	49
<b>CHAPTER IV.....</b>	<b>54</b>
<b>RESEARCH AND DISCUSSION RESULT.....</b>	<b>54</b>
<b>4.1 Respondents Profile .....</b>	<b>54</b>
4.1.1 Respondents Characteristics Based on Gender .....	54
4.1.2 Respondents Characteristics Based on Age .....	54
4.1.3 Respondents Characteristics Based on Frequently Visit.....	55
<b>4.2 Data Analysis Technique Result.....</b>	<b>56</b>
4.2.1 Descriptive Research Analysis.....	56
4.2.2 Scale Transformation .....	64
<b>4.2.3 Classic Assumption Test.....</b>	<b>65</b>
<b>4.2.4 Multiple Linear Analysis.....</b>	<b>68</b>
4.2.5 Correlation Coefficient Analysis.....	68
4.2.6 Determination Coefficient Analysis.....	69
4.2.7 Hypothesis Test .....	71
<b>CHAPTER V .....</b>	<b>74</b>
<b>CONCLUSION AND SUGGESTION.....</b>	<b>74</b>
<b>5.1 Conclusion .....</b>	<b>74</b>
<b>5.2 Suggestion .....</b>	<b>74</b>
<b>Bibliography .....</b>	<b>75</b>
<b>APPENDIX.....</b>	<b>77</b>