

Chapter III

Problem Analysis

A. Analysis of the Advertising Implementation in Park View Hotel Bandung

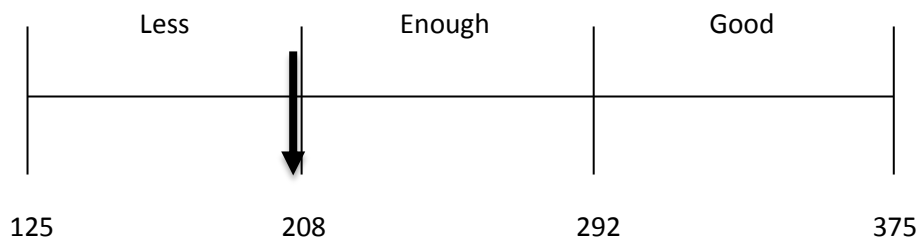
The writer has explained about the problems in the Park View Hotel Bandung in the previous chapter, activities that exist and supports in the promotion mix is advertising. In order to implement the activity maximally, a competent sales executive is needed. This advertising activity becomes one of the activities done in Park View Hotel and to evaluate the effectiveness of this advertising so the writer used Likert scale to calculate the result of questionnaire. According to **Djaali (2008:24)** " Likert scale is a psychometric scale used generally in questionnaire and the most used scale in research and survey". From the Likert scale that the likert used, it can see the guests opinion about the advertising in Park View Hotel Bandung.

Table 9 on page 36 shows the opinion of the guests about the advertising in Park View Hotel Bandung. Here are the highest and lowest mark formula:

1. "Good" answers are given a rating of 3
2. "Enough" answers are given a rating of 2
3. "Less" answers are given a value of 1

Good Answer	=	$21 \times 3 = 63$	
Enough Answer	=	$38 \times 2 = 76$	
Less Answer	=	$\frac{66 \times 1 = 66}{\quad} +$	
Total	=	205	
Highest Amount	=	$3 \times 5 \times 25 = 375$	
Lowest Amount	=	$1 \times 5 \times 25 = 125$	
Formula	=	$\frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}}$	
	=	$\frac{375 - 125}{3} = 83$	

The Value of Guest's Opinion about the Advertising in Park View Hotel Bandung



Based on the analysis so the overall aspect in the implementation of the advertising in Park View Hotel Bandung is in the less category with 205 point. It can be explained like this:

1. The guests who can understand the purpose of the advertisement are only 4 people out of 25 respondents or 16%, 7 people or 28% said that they understand enough the purpose of the advertisement and 14 people or 56% of the total respondents didn't understand the purpose of the advertisement in Park View Hotel Bandung. Based on analysis it can be said that the guests who can

understand the purpose of the advertisement still in the less category with 40 points.

1. "Good" answers are given a rating of 3
2. "Enough" answers are given a rating of 2
3. "Less" answers are given a value of 1

$$\text{Good Answer} = 4 \times 3 = 12$$

$$\text{Enough Answer} = 7 \times 2 = 14$$

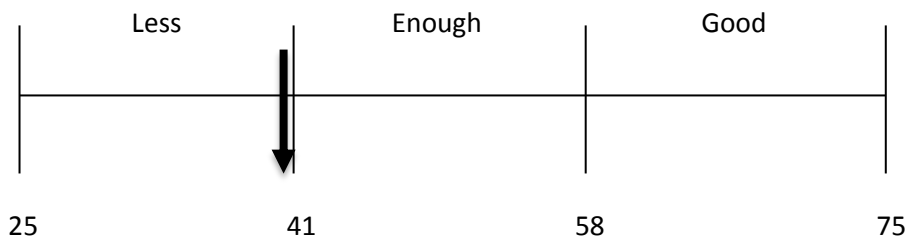
$$\text{Less Answer} = \underline{14 \times 1 = 14} +$$

$$\text{Total} = 40$$

$$\text{Highest Amount} = 3 \times 1 \times 25 = 75$$

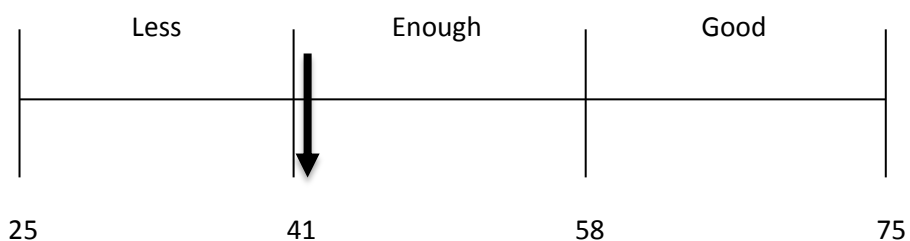
$$\text{Lowest Amount} = 1 \times 5 \times 25 = 25$$

$$\begin{aligned} \text{Formula} &= \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}} \\ &= \frac{75 - 25}{3} = 50 \end{aligned}$$



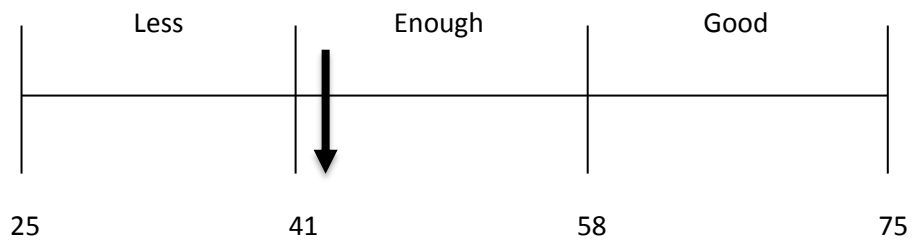
2. The guests who understand the message of the advertisement are 4 people out of 25 respondents or 16%, 9 people or 36% said that they understand enough and 12 people or 48% said that they less understand the message of the advertisement. Based on analysis it can be said that the guests who understand the message of the advertisement still in the enough category with 42 points.

$$\begin{aligned}
 \text{Good Answer} &= 4 \times 3 = 12 \\
 \text{Enough Answer} &= 9 \times 2 = 18 \\
 \text{Less Answer} &= \frac{12 \times 1 = 12}{3} + \\
 \text{Total} &= 42 \\
 \text{Highest Amount} &= 3 \times 1 \times 25 = 75 \\
 \text{Lowest Amount} &= 1 \times 5 \times 25 = 25 \\
 \text{Formula} &= \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}} \\
 &= \frac{75 - 25}{3} = 50
 \end{aligned}$$



3. The guests said that the media used for the advertisement is good are 5 people or 20%, 8 people or 32% of the guests said good enough and 12 people or 48% didn't understand well. Based on analysis it can be said that guests understand media advertisement still in the enough category with 43 points.

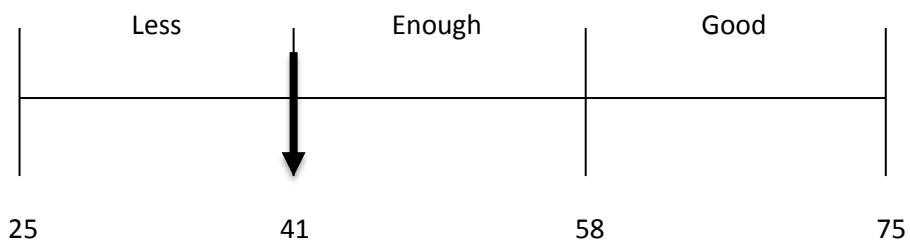
$$\begin{aligned}
\text{Good Answer} &= 5 \times 3 = 15 \\
\text{Enough Answer} &= 8 \times 2 = 16 \\
\text{Less Answer} &= \frac{12 \times 1 = 12}{+} \\
\text{Total} &= 43 \\
\text{Highest Amount} &= 3 \times 1 \times 25 = 75 \\
\text{Lowest Amount} &= 1 \times 5 \times 25 = 25 \\
\text{Formula} &= \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}} \\
&= \frac{75 - 25}{3} = 50
\end{aligned}$$



4. The guests who are interested when seeing and listening to the advertisement for Park View Hotel Bandung are 5 people or 20%, 7 people or 28% said that they understand enough and 14 people or 56% of the guests are not interested. Based on analysis it can be said that the guests who are interested when seeing and listening to the advertisement still in the enough category with 41 points.

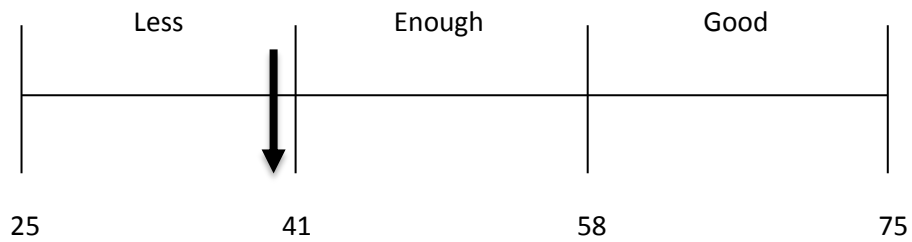
$$\begin{aligned}
\text{Good Answer} &= 5 \times 3 = 15 \\
\text{Enough Answer} &= 7 \times 2 = 14 \\
\text{Less Answer} &= \frac{12 \times 1 = 12}{+} \\
\text{Total} &= 41
\end{aligned}$$

$$\begin{aligned}
 \text{Highest Amount} &= 3 \times 1 \times 25 = 75 \\
 \text{Lowest Amount} &= 1 \times 5 \times 25 = 25 \\
 \text{Formula} &= \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}} \\
 &= \frac{75 - 25}{3} = 50
 \end{aligned}$$



5. The guests who interested in buying after seeing the advertisement are 3 people out of 25 respondents or 12% think sales executives are good at advertising, 7 people or 28% said they are enough and 15 people or 54% didn't interested. Based on analysis it can be said that the guests who interested in buying after seeing the advertisement still in the less category with 38 points.

$$\begin{aligned}
 \text{Good Answer} &= 3 \times 3 = 9 \\
 \text{Enough Answer} &= 7 \times 2 = 14 \\
 \text{Less Answer} &= \underline{15 \times 1 = 15} + \\
 \text{Total} &= 38 \\
 \text{Highest Amount} &= 3 \times 1 \times 25 = 75 \\
 \text{Lowest Amount} &= 1 \times 5 \times 25 = 25 \\
 \text{Formula} &= \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}} \\
 &= \frac{75 - 25}{3} = 50
 \end{aligned}$$



B. Analysis of the Personal Selling Implementation on Park View Hotel Bandung

In the implementation of the personal selling, it has 7 steps which are finding prospect, pre-approachment, approachment, presentation and demonstration, objection handly and closing and continuing. Here are the opinion of the guests about the implementation of the personal selling in Park View Hotel Bandung based on table 12 in page 27:

1. "Good" answers are given a rating of 3
2. "Enough" answers are given a rating of 2
3. "Less" answers are given a value of 1

$$\text{Good Answer} = 21 \times 3 = 63$$

$$\text{Enough Answer} = 27 \times 2 = 54$$

$$\text{Less Answer} = \underline{57 \times 1 = 57} +$$

$$\text{Total} = 174$$

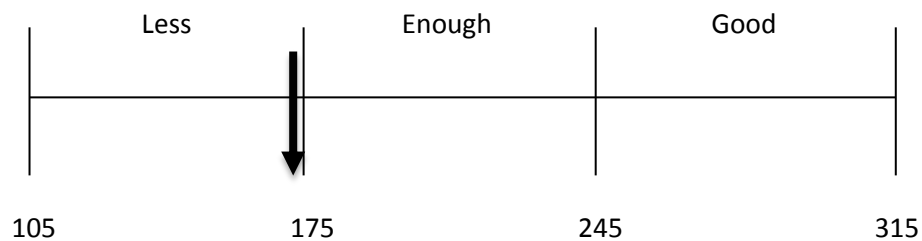
$$\text{Highest Amount} = 3 \times 7 \times 15 = 315$$

$$\text{Lowest Amount} = 1 \times 7 \times 15 = 105$$

$$\begin{aligned} \text{Formula} &= \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}} \\ &= \frac{315 - 105}{3} = 70 \end{aligned}$$

The Value of Guest's Opinion about the Personal Selling in Park View Hotel

Bandung



Based on the analysis, the overall aspect of personal selling implementation in park View Hotel Bandung is in the less category with 174 points.

It can be explained like this:

1. The ability of the sales executive in explaining the product are 4 people or 27% said that the sales executive can explain really well. 3 people or 20% said that it is good enough and 8 people or 53% said that the sales executive can't explain the product well. Based on analysis it can be said that the ability of the sales executive in explaining the product still in the enough category with 26 points.

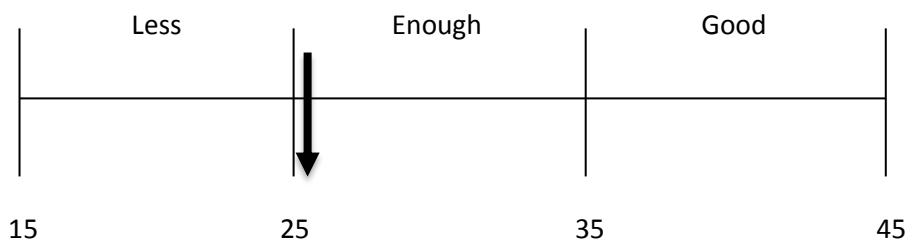
$$\text{Good Answer} = 4 \times 3 = 12$$

$$\text{Enough Answer} = 3 \times 2 = 6$$

$$\text{Less Answer} = \underline{8 \times 1 = 8} +$$

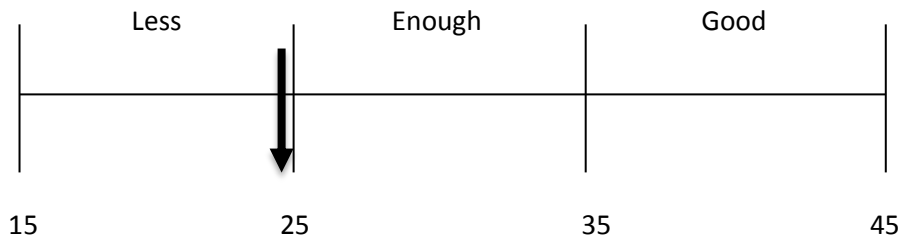
$$\text{Total} = 26$$

$$\begin{aligned}
 \text{Highest Amount} &= 3 \times 1 \times 15 = 45 \\
 \text{Lowest Amount} &= 1 \times 1 \times 15 = 15 \\
 \text{Formula} &= \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}} \\
 &= \frac{45 - 15}{3} = 30
 \end{aligned}$$



2. The sales executive ability in doing approach, 3 people or 20% said that the sales executive has done a good approachment, 3 people or 20% said it was enough and 9 people or 60% said that the sales executive can't approach the consumer. Based on analysis it can be said that the sales executive ability in doing approach still in less category with 24 points.

$$\begin{aligned}
 \text{Good Answer} &= 3 \times 3 = 9 \\
 \text{Enough Answer} &= 3 \times 2 = 6 \\
 \text{Less Answer} &= \underline{9 \times 1 = 9} + \\
 \text{Total} &= 24 \\
 \text{Highest Amount} &= 3 \times 1 \times 15 = 45 \\
 \text{Lowest Amount} &= 1 \times 1 \times 15 = 15 \\
 \text{Formula} &= \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}} \\
 &= \frac{45 - 15}{3} = 30
 \end{aligned}$$



3. The ability of the sales executive in giving solution to every objection by the guests from the total of 15 respondents, there are 4 people or 27% said that it's good. 4 people or 27% said it's good enough and 7 people or 46% said that the sales executive is not good enough in giving solution to every objection by the guests. Based on analysis it can be said that the ability of the sales executive in giving solution still in the enough category with 27 points.

$$\text{Good Answer} = 4 \times 3 = 12$$

$$\text{Enough Answer} = 4 \times 2 = 8$$

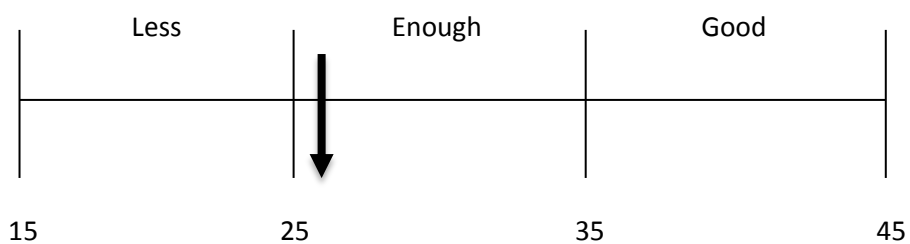
$$\text{Less Answer} = \frac{7 \times 1 = 7}{+}$$

$$\text{Total} = 27$$

$$\text{Highest Amount} = 3 \times 1 \times 15 = 45$$

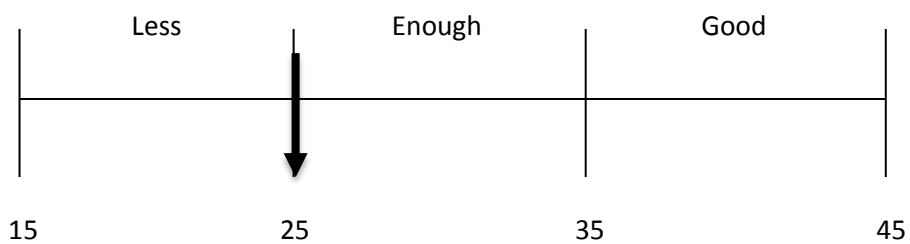
$$\text{Lowest Amount} = 1 \times 1 \times 15 = 15$$

$$\begin{aligned} \text{Formula} &= \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}} \\ &= \frac{45 - 15}{3} = 30 \end{aligned}$$



4. The ability of the sales executive in presenting to engage the interest of the guests out of 15 respondents, there are 3 people or 20% said that the presentation is good, 4 people or 27% said that it is good enough and 8 people or 53% said that the sales executive's presentation is not interesting for them to make a purchase. Based on analysis it can be said that The ability of the sales executive in presenting still in the enough category with 25 points.

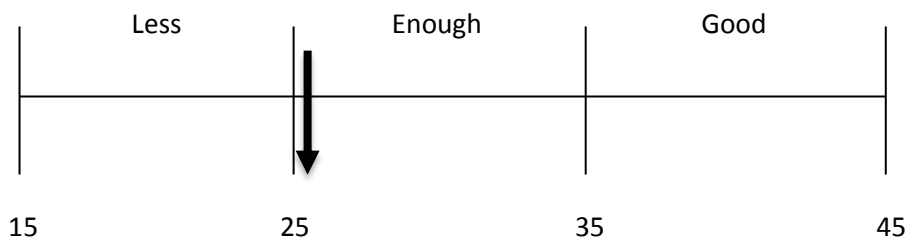
$$\begin{aligned}
 \text{Good Answer} &= 3 \times 3 = 9 \\
 \text{Enough Answer} &= 4 \times 2 = 8 \\
 \text{Less Answer} &= \underline{8 \times 1 = 8} + \\
 \text{Total} &= 25 \\
 \text{Highest Amount} &= 3 \times 1 \times 15 = 45 \\
 \text{Lowest Amount} &= 1 \times 1 \times 15 = 15 \\
 \text{Formula} &= \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}} \\
 &= \frac{45 - 15}{3} = 30
 \end{aligned}$$



5. The ability of the sales executive in giving openings out of 15 respondents, there are 3 people or 20% said that the sales executive is good in doing it, 5 people or 33% said it's good enough but 7 people or 47% said that the sales executive is still lacking in doing opening. Based on analysis it can be said that

The ability of the sales executive in giving openings still in the enough category with 26 points.

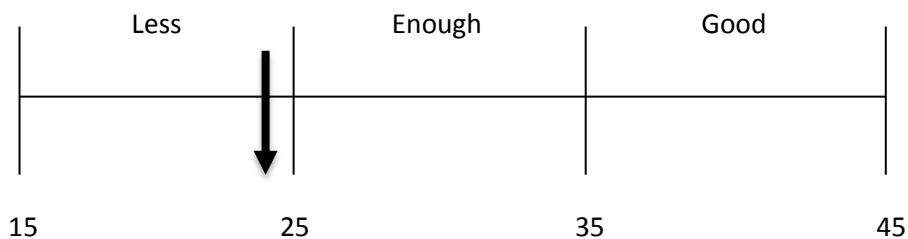
$$\begin{aligned}
 \text{Good Answer} &= 3 \times 3 = 9 \\
 \text{Enough Answer} &= 5 \times 2 = 10 \\
 \text{Less Answer} &= \frac{7 \times 1 = 7}{+} \\
 \text{Total} &= 26 \\
 \text{Highest Amount} &= 3 \times 1 \times 15 = 45 \\
 \text{Lowest Amount} &= 1 \times 1 \times 15 = 15 \\
 \text{Formula} &= \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}} \\
 &= \frac{45 - 15}{3} = 30
 \end{aligned}$$



6. The ability of the sales executive in doing closing out of 15 respondents, there are 2 people or 13% said that the sales executive is good in closing, 4 people or 27% is good enough and 9 people or 60% said that the sales executive is still lacking in closing. Based on analysis it can be said that The ability of the sales executive in doing closing still in the less category with 23 points.

$$\begin{aligned}
 \text{Good Answer} &= 2 \times 3 = 6 \\
 \text{Enough Answer} &= 4 \times 2 = 8
 \end{aligned}$$

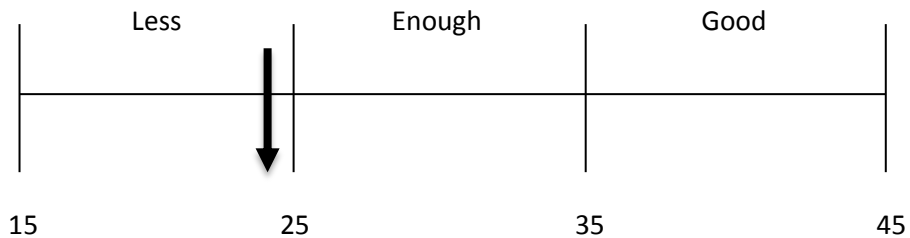
$$\begin{aligned}
 \text{Less Answer} &= \frac{9 \times 1 = 9}{+} \\
 \text{Total} &= 23 \\
 \text{Highest Amount} &= 3 \times 1 \times 15 = 45 \\
 \text{Lowest Amount} &= 1 \times 1 \times 15 = 15 \\
 \text{Formula} &= \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}} \\
 &= \frac{45 - 15}{3} = 30
 \end{aligned}$$



7. The ability of the sales executive in following up the presentation out of 15 respondents, there are 2 people or 13% said that the sales executive is good enough, 4 people or 27% said good enough and 9 people or 60% said that the sales executive is still lacking. Based on analysis it can be said that the ability of the sales executive in following up the presentation still in the less category with 23 points.

$$\begin{aligned}
 \text{Good Answer} &= 2 \times 3 = 6 \\
 \text{Enough Answer} &= 4 \times 2 = 8 \\
 \text{Less Answer} &= \frac{9 \times 1 = 9}{+} \\
 \text{Total} &= 23 \\
 \text{Highest Amount} &= 3 \times 1 \times 15 = 45 \\
 \text{Lowest Amount} &= 1 \times 1 \times 15 = 15
 \end{aligned}$$

$$\begin{aligned} \text{Formula} &= \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}} \\ &= \frac{45 - 15}{3} = 30 \end{aligned}$$



C. Analysis of the Direct Marketing Implementation in Park View Hotel Bandung

In the implementation of direct marketing, sales executive must be able to give an interesting picture to the consumer-to-be so that they will be interested to buy the product and service offered. Sales executive must truly understand the needs of the consumer so that everything that is in the direct marketing is absolutely right. The guests opinion in the direct marketing implementation in Park View Hotel Bandung on table 15:

1. "Good" answers are given a rating of 3
2. "Enough" answers are given a rating of 2
3. "Less" answers are given a value of 1

$$\text{Good Answer} = 21 \times 3 = 63$$

$$\text{Enough Answer} = 26 \times 2 = 52$$

$$\text{Less Answer} = \frac{58 \times 1 = 58}{3} +$$

$$\text{Total} = 173$$

$$\text{Highest Amount} = 3 \times 7 \times 15 = 315$$

$$\text{Lowest Amount} = 1 \times 7 \times 15 = 105$$

$$\begin{aligned} \text{Formula} &= \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}} \\ &= \frac{315 - 105}{3} = 70 \end{aligned}$$

The Value of Guest's Opinion about the Direct Marketing in Park View Hotel Bandung



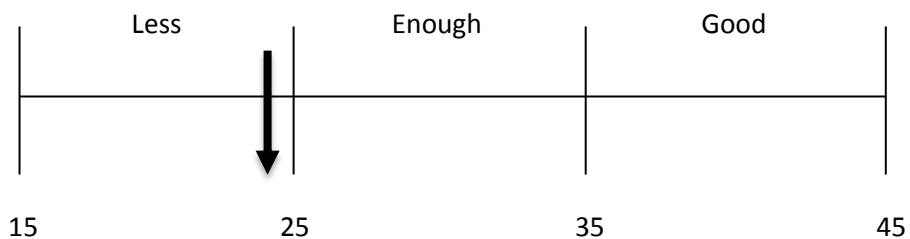
Based on the analysis, the result of the overall aspect in the direct marketing implementation in Park View Hotel Bandung is in the less category with 173 point.

It can be explained as follow:

1. The ability of the sales executive in giving visualization of the product and service to 15 respondents are 2 people or 13% said that the sales executive has given a clear visualization, 4 people or 27% has said that it's good enough and 9 people or 60% has said that the sales executive is lacking in giving the visualization needed by the consumer. Based on analysis it can be said that the

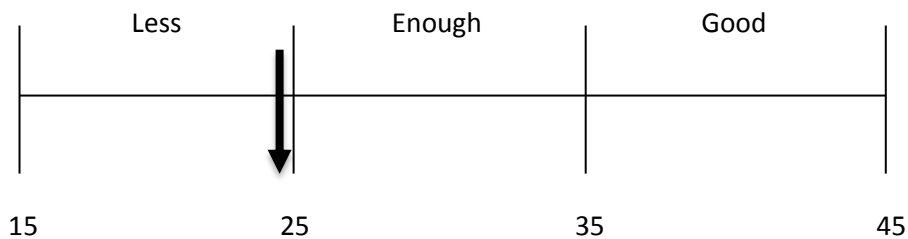
ability of the sales executive in giving visualization of the product still in the less category with 23 points.

$$\begin{aligned}
 \text{Good Answer} &= 2 \times 3 = 6 \\
 \text{Enough Answer} &= 4 \times 2 = 8 \\
 \text{Less Answer} &= \frac{9 \times 1 = 9}{+} \\
 \text{Total} &= 23 \\
 \text{Highest Amount} &= 3 \times 1 \times 15 = 45 \\
 \text{Lowest Amount} &= 1 \times 1 \times 15 = 15 \\
 \text{Formula} &= \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}} \\
 &= \frac{45 - 15}{3} = 30
 \end{aligned}$$



2. The ability of the sales executive in making interesting offer to the consumer to buy to 15 respondents, 3 people or 20% said that the sales executive is good in giving offers, 3 people or 20% said that it is good enough and 9 people or 60% said that the sales executive is still lacking so that the consumer are not interested in purchasing. Based on analysis it can be said that the ability of the sales executive in making interesting offer to the consumer still in the less category with 24 points.

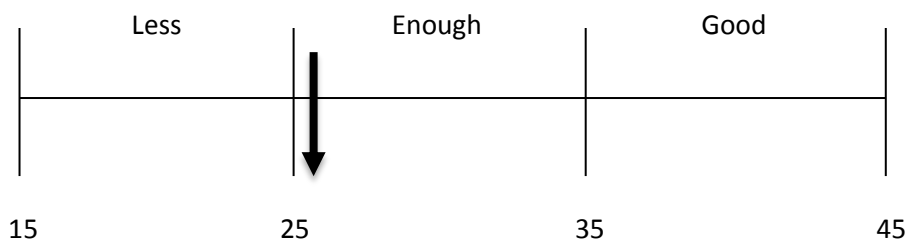
$$\begin{aligned}
\text{Good Answer} &= 3 \times 3 = 9 \\
\text{Enough Answer} &= 3 \times 2 = 6 \\
\text{Less Answer} &= \frac{9 \times 1 = 9}{+} \\
\text{Total} &= 24 \\
\text{Highest Amount} &= 3 \times 1 \times 15 = 45 \\
\text{Lowest Amount} &= 1 \times 1 \times 15 = 15 \\
\text{Formula} &= \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}} \\
&= \frac{45 - 15}{3} = 30
\end{aligned}$$



3. The ability of the sales executive in offering the right and needed product to 15 respondents, 4 people or 27% said that the sales executive has done a great job, 3 people or 20% said that it's enough and 8 people or 53% said that the sales is not really good. Based on analysis it can be said that the ability of the sales executive in offering the right and needed product still in the enough category with 26 points.

$$\begin{aligned}
\text{Good Answer} &= 4 \times 3 = 12 \\
\text{Enough Answer} &= 3 \times 2 = 6 \\
\text{Less Answer} &= \frac{8 \times 1 = 8}{+} \\
\text{Total} &= 26
\end{aligned}$$

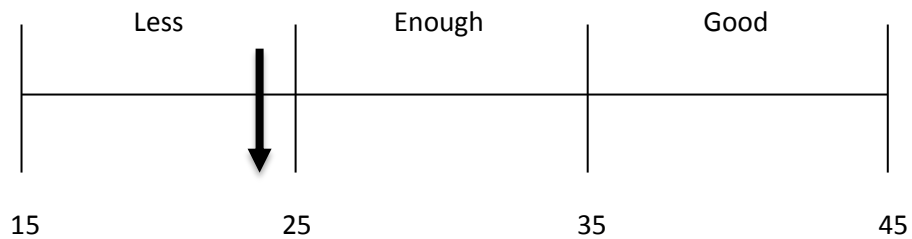
$$\begin{aligned} \text{Highest Amount} &= 3 \times 1 \times 15 = 45 \\ \text{Lowest Amount} &= 1 \times 1 \times 15 = 15 \\ \text{Formula} &= \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}} \\ &= \frac{45 - 15}{3} = 30 \end{aligned}$$



4. The ability of the sales executive in offering products in the right time out of 15 respondents, there are 2 people or 13% Said that the sales executive offer the product not in the right time, 3 people or 20% said that it is enough and 10 people or 67% said that the sales executive offered not in the right time. Based on analysis it can be said that the ability of the sales executive in offering products in the right time still in the less category with 21 points.

$$\begin{aligned} \text{Good Answer} &= 2 \times 3 = 6 \\ \text{Enough Answer} &= 3 \times 2 = 6 \\ \text{Less Answer} &= \frac{10 \times 1 = 9}{+} \\ \text{Total} &= 21 \\ \text{Highest Amount} &= 3 \times 1 \times 15 = 45 \\ \text{Lowest Amount} &= 1 \times 1 \times 15 = 15 \\ \text{Formula} &= \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}} \end{aligned}$$

$$= \frac{45 - 15}{3} = 30$$



5. The ability of the sales executive in knowing the product knowledge presented to the consumers out of 15 respondents, 4 people or 27% said that it is good, 5 people or 33% said that it is good enough and 6 people or 40% said that the sales executive is not knowing the product offered so that the consumer is not convinced. Based on analysis it can be said that the ability of the sales executive in knowing the product knowledge presented still in the enough category with 28 points.

$$\text{Good Answer} = 4 \times 3 = 12$$

$$\text{Enough Answer} = 5 \times 2 = 10$$

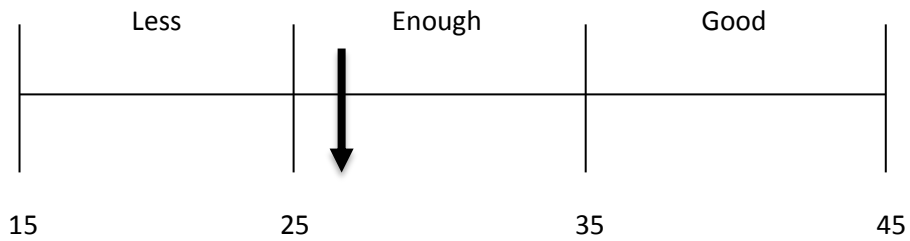
$$\text{Less Answer} = \underline{6 \times 1 = 6} +$$

$$\text{Total} = 28$$

$$\text{Highest Amount} = 3 \times 1 \times 15 = 45$$

$$\text{Lowest Amount} = 1 \times 1 \times 15 = 15$$

$$\begin{aligned} \text{Formula} &= \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}} \\ &= \frac{45 - 15}{3} = 30 \end{aligned}$$



6. The ability of the sales executive in giving a good service out of 15 respondents, there are 3 people or 20% said that the sales executive is good in giving service to the consumer, 4 people or 27% said that it's good enough and 8 people or 53% said that the sales executive is not good enough in giving service. Based on analysis it can be said that still the ability of the sales executive in giving a good service in the less category with 25 points.

$$\text{Good Answer} = 3 \times 3 = 9$$

$$\text{Enough Answer} = 4 \times 2 = 8$$

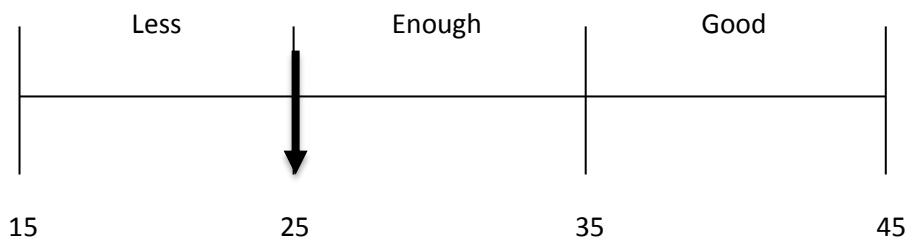
$$\text{Less Answer} = \frac{8 \times 1 = 8}{+}$$

$$\text{Total} = 25$$

$$\text{Highest Amount} = 3 \times 1 \times 15 = 45$$

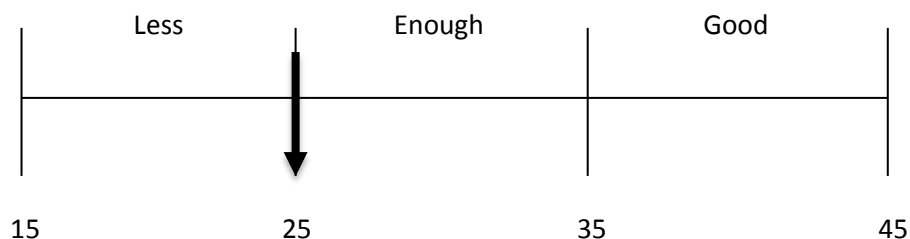
$$\text{Lowest Amount} = 1 \times 1 \times 15 = 15$$

$$\begin{aligned} \text{Formula} &= \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}} \\ &= \frac{45 - 15}{3} = 30 \end{aligned}$$



7. The ability of the sales executive in answering questions asked by the consumer out of 15 respondents, there are 3 people or 20% said that the sales executive is good, 4 people or 27% said that it's good enough and 8 people or 53% said that the sales executive is still lacking in answering questions asked by the consumer that's why the consumer is still hesitant to purchase. Based on analysis it can be said that the ability of the sales executive in answering questions asked still in the enough category with 25 points.

$$\begin{aligned}
 \text{Good Answer} &= 3 \times 3 = 9 \\
 \text{Enough Answer} &= 4 \times 2 = 8 \\
 \text{Less Answer} &= \frac{8 \times 1 = 8}{+} \\
 \text{Total} &= 25 \\
 \text{Highest Amount} &= 3 \times 1 \times 15 = 45 \\
 \text{Lowest Amount} &= 1 \times 1 \times 15 = 15 \\
 \text{Formula} &= \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}} \\
 &= \frac{45 - 15}{3} = 30
 \end{aligned}$$



D. Analysis on the Sales Promotion Implementation in Park View Hotel Bandung

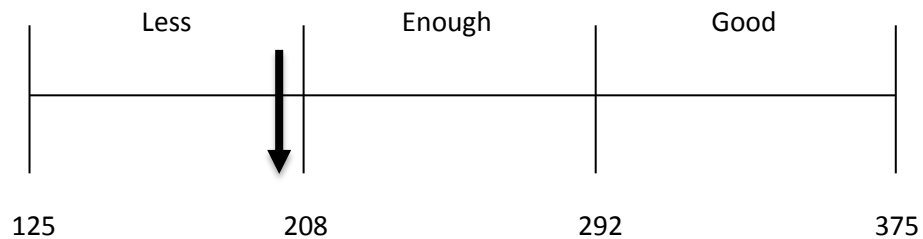
In the implementation of sales promotion, sales executive must be able to make incentive tools that can be used to stimulate purchase and sales of product and service faster and bigger that is usually short termed. Sales executive must know that promotion that is done is the need of the consumer and makes the consumer buy the product. Below is the results of sales promotion in Park View Hotel Bandung in table 18 on page 35:

1. "Good" answers are given a rating of 3
2. "Enough" answers are given a rating of 2
3. "Less" answers are given a value of 1

Good Answer	=	23 x 3 = 69	
Enough Answer	=	31 x 2 = 62	
Less Answer	=	<u>71 x 1 = 71</u>	+
Total	=	202	
Highest Amount	=	3 x 5 x 25	= 375
Lowest Amount	=	1 x 5 x 25	= 125
Formula	=	$\frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}}$	
	=	$\frac{375 - 125}{3}$	= 83

The Value of Guest's Opinion about the Sales Promotion in Park View Hotel

Bandung



Based on the analysis, the result of the overall aspect in the implementation of sales promotion in Park View Hotel Bandung is in the less category with 202

It can be explained as follow:

1. The ability of the sales executive in making interesting to attract consumers to buy, out of 25 respondents there are 5 people or 20% said that the sales executive has done a good job in offering, 6 people or 24% said that it is good enough and 14 people or 56% said that the sales executive is still lacking in making promotional offers which is why consumers is not interested with the promotion. Based on the analysis it can be said that the ability of the sales executive in making interesting to attract consumers still in the enough category with 41 points.

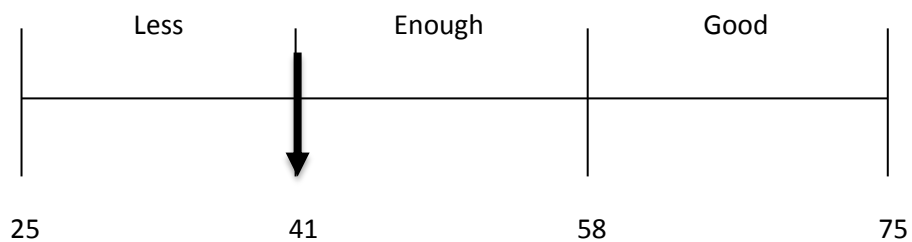
$$\text{Good Answer} = 5 \times 3 = 15$$

$$\text{Enough Answer} = 6 \times 2 = 12$$

$$\text{Less Answer} = \underline{14 \times 1 = 14} +$$

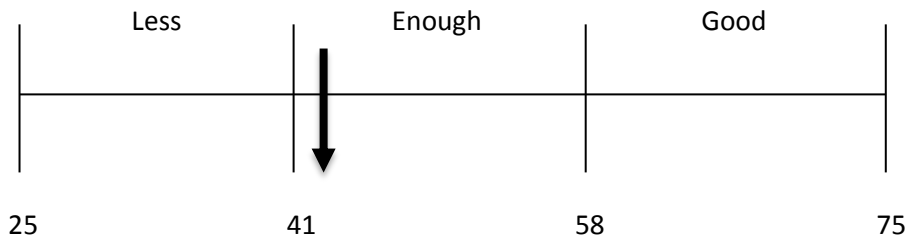
$$\text{Total} = 41$$

$$\begin{aligned}
 \text{Highest Amount} &= 3 \times 1 \times 25 = 75 \\
 \text{Lowest Amount} &= 1 \times 5 \times 25 = 25 \\
 \text{Formula} &= \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}} \\
 &= \frac{75 - 25}{3} = 50
 \end{aligned}$$



2. The ability of the sales executive in offering sales promotion that the consumer need, out of 25 respondents, there are 5 people or 20% said that the sales executive has done a good job, 7 people or 28% said that it's enough and 13 people or 52% said that sales executive is not needed. Based on analysis it can be said that the ability of the sales executive in offering sales promotion that the consumer need still in the enough category with 43 points.

$$\begin{aligned}
 \text{Good Answer} &= 5 \times 3 = 15 \\
 \text{Enough Answer} &= 7 \times 2 = 16 \\
 \text{Less Answer} &= 13 \times 1 = 12 \quad + \\
 \text{Total} &= 43 \\
 \text{Highest Amount} &= 3 \times 1 \times 25 = 75 \\
 \text{Lowest Amount} &= 1 \times 5 \times 25 = 25 \\
 \text{Formula} &= \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}} \\
 &= \frac{75 - 25}{3} = 50
 \end{aligned}$$



3. The ability of the sales executive in offering the right sales promotion out of 25 respondents, 4 people or 16% sake that the sales executive has done well, 7 people or 28% said that it's enough and 14 people or 56% said that the sales executive is still lacking. Based on analysis it can be said that the ability of the sales executive in offering the right sales promotion still in the less category with 40 points

$$\text{Good Answer} = 4 \times 3 = 12$$

$$\text{Enough Answer} = 7 \times 2 = 14$$

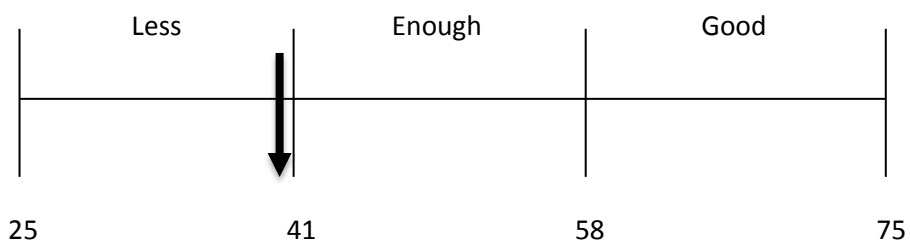
$$\text{Less Answer} = \frac{14 \times 1 = 14}{+}$$

$$\text{Total} = 40$$

$$\text{Highest Amount} = 3 \times 1 \times 25 = 75$$

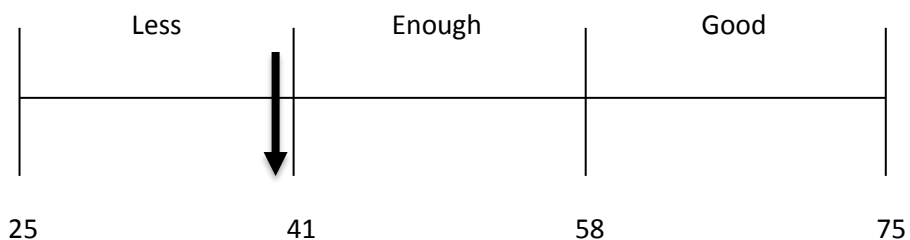
$$\text{Lowest Amount} = 1 \times 5 \times 25 = 25$$

$$\begin{aligned} \text{Formula} &= \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}} \\ &= \frac{75 - 25}{3} = 50 \end{aligned}$$



4. The ability of the sales executive in giving discounts, to 25 respondents there are 4 people or 16% said that the sales executive has done well, 6 people or 24% said that it's enough and 15 people or 60% said that the sales executive didn't fulfill the needs of the guests. Based on the analysis it can be said that the ability of the sales executive in giving discounts still in the less category with 39 points.

$$\begin{aligned}
 \text{Good Answer} &= 4 \times 3 = 12 \\
 \text{Enough Answer} &= 6 \times 2 = 12 \\
 \text{Less Answer} &= \underline{15 \times 1 = 15} + \\
 \text{Total} &= 39 \\
 \text{Highest Amount} &= 3 \times 1 \times 25 = 75 \\
 \text{Lowest Amount} &= 1 \times 5 \times 25 = 25 \\
 \text{Formula} &= \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}} \\
 &= \frac{75 - 25}{3} = 50
 \end{aligned}$$



5. The ability of the sales executive in giving discount subscription price, to 25 respondents, there are 5 people or 20% said that the sales executive has done well, 5 people or 20% said that it's enough and 15 people or 60% said that the sales executive hasn't give enough discount subscription price. Based on analysis it can be said that the ability of the sales executive in giving discount subscription price still in the less category with 40 points.

$$\begin{aligned}
 \text{Good Answer} &= 5 \times 3 = 15 \\
 \text{Enough Answer} &= 5 \times 2 = 10 \\
 \text{Less Answer} &= \frac{15 \times 1 = 15}{+} \\
 \text{Total} &= 40 \\
 \text{Highest Amount} &= 3 \times 1 \times 25 = 75 \\
 \text{Lowest Amount} &= 1 \times 5 \times 25 = 25 \\
 \text{Formula} &= \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Answer Choices}} \\
 &= \frac{75 - 25}{3} = 50
 \end{aligned}$$

