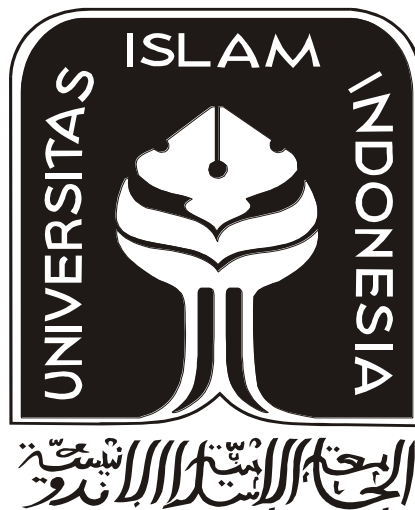


**FINAL REPORT**

**THE REASONS OF HOSPITALITY INDUSTRIES  
TO CHOOSE ADNOU DESIGN COMPANY  
FOR THEIR ADVERTISEMENT**

Presented as Partial Fulfillment of the Requirements

To Obtain an Ahli Madya in English



By

**Marisa Reeza**

**NIM: 08221002**

**ENGLISH STUDY PROGRAM DIPLOMA 3**

**FACULTY OF PSYCHOLOGY AND SOCIO-CULTURAL SCIENCES**

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## CHAPTER I

### INTRODUCTION

This chapter discusses the background of the field study, the field setting, and the significance of the field study.

#### **I.1. Background of the Field Study**

Yogyakarta is the capital city of *Daerah Istimewa Yogyakarta* province, Indonesia. Many interesting places and tourist attractions are found in Yogyakarta, such as Parangtritis beach, Malioboro downtown area, Kota Gede silverwork center, Kaliurang resort area, and Ramayana ballet in Prambanan temple. Yogyakarta is also known as the center of Javanese culture. The uniqueness and the richness in Javanese culture attract many tourists to visit Yogyakarta. As a result many hospitality industries open their business in Yogyakarta. In fact, the number of hotels, home stays, guest houses, travel agents, and restaurants are increasing in this town.

This condition gives several business opportunities to support those hospitality industries. Supporting companies, such as graphic design companies, advertising services, and souvenir centers are commonly found in Yogyakarta area. Graphic design companies and advertising services help promote the hospitality industries by providing services such as making brochures, fliers, billboards, and advertisements on newspapers, magazines, radios, and televisions. And souvenir centers provide tourists with many kinds of specific handicrafts made from silver, wood, leather, and other materials.

Adnou Design Company is one of many graphic design companies in Yogyakarta which handles promotional services such as design and printing for hospitality industries. Adnou Design is a visual communication designer better known as graphic design. Its services include conceptual planning, design steps and production. Logo design is part of the planning process to create many products of advertisement based on a client's request. Then, this process is followed by an order to produce certain advertising products, such as making a company profile from a brand identity, photographing the exterior and interior of a hotel building for hotel calendars, and so on.

One of the divisions in Adnou Design Company is Marketing division. This division is responsible for satisfying the desires and the needs of the customers. The continuity of a company depends on the performance of the Marketing division. Because *marketing* is customer oriented, the aim of *marketing* is to know and understand the customers' needs. This is to make sure that the customers are satisfied by the product and service they received so that they have good views and opinions for the company which end up in repetition of orders. In performing its function, the Marketing division applies three *marketing concepts* which focus in customer orientation, integrated marketing, and customer satisfaction.

## **I.2. Field Setting**

The reason why the writer is interested to join the marketing force at Adnou Design Company is because Adnou Design has many loyal customers. Even though it is only a small and local company in Yogyakarta, Adnou

Design has customers from both domestic and foreign hospitality industries. It shows that the products and services of Adnou Design have satisfied its customers and these customers have good views and opinions on Adnou Design.

### **I.2.1. Time and Date of the Field Study**

The field study was conducted for one-month from April 1 to April 30, 2011. It was carried out in Marketing division in Adnou Design Company, located at Dr. Sutomo street GK 4/ 1403, Danukusuman, Yogyakarta, Indonesia. Some of the activities done during the field study include telephoning and receiving customers, explaining the products and services, receiving and checking customer orders as well as promoting the products and services of Andou Design through emails and faxes.

### **I.2.2. History of Adnou Design Company**

Adnou Design Company was established in 2001. Quality product is a standard for Adnou Design Company. In 2004, Adnou Design Company started to launch Digital Photography service which includes Interior and Exterior Photography for the hotel and spa industries and also Profile Photography service for *company profiles*. As part of the product development program, Adnou Design Company added its products with Web Design and Multimedia service in 2005.

Entering the year of 2007, Adnou Design Company settled in a new office which is more representative, located on Dr. Sutomo street, Yogyakarta. Adnou Design Company has been serving many customers, from Yogyakarta and outside of Yogyakarta such as Sumatra, Kalimantan, Sulawesi, and Papua. It has also served customers from some foreign companies. Services provided by Adnou Design Company for these customers include the making of logos, brand identities, web designs, and photographs.

### **I.2.3. Vision and Missions of Adnou Design Company**

#### 1. Vision

Become the best graphic design company for all our customers, both domestic and foreign.

#### 2. Missions

- a. Produce the best products and service for all our customers.
- b. Manage all employees to become reliable workers.
- c. Develop the spirit of all employees and build their motivation to do the best for the company and their work with excellent working standard.

d. Compare the perception of the company and employees that the goal of the company is for the mutual benefit for company and employees.

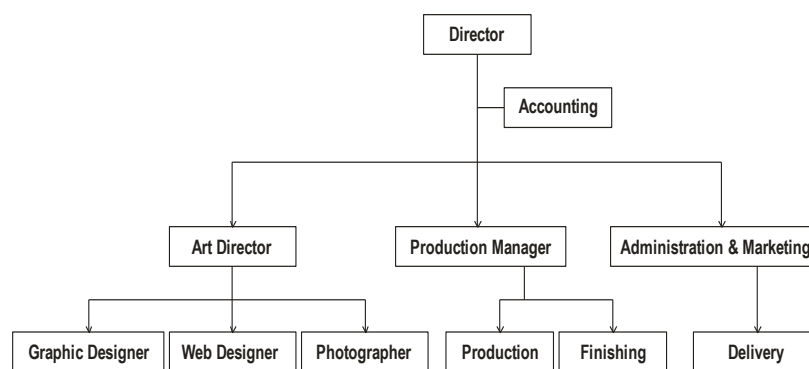
#### **1.2.4. The Organization Structure of Adnou Design Company**

Adnou Design Company has a flexible organization system that is not too formal. It also applies its own system called the *brotherhood system*. This system is very convenient for all the staffs and employees and teaches them to realize what they should do without giving them lots of pressure. For example, the Designers do not really have to come to the office during the real office hours. They can do their designing work from any places and send the results to our client at the time which has been determined.

For staffs in other divisions such as Production, Finishing, Administration and Marketing, they work in normal office hours. They don't work like the staffs in divisions like Graphic Design, Web Design or Photographer in which the staffs can do their work in flexible hours as long as they can fulfill what the customers wanted and needed. However, all the designer staffs in Adnou Design Company still follow the *general* rule that at least there must be one or two people who stay in the office during office hours to serve the customers who come to Adnou Design Company. As for the company uniform, all of the employees and staffs of Adnou Design Company are free to express their own style of

clothing without being asked to wear a specific company uniform. This is because many of the employers and staffs have their own idealism and they want to do their work their own style.

**Figure 1. Organization Structure of Adnou Design Company**



Almost all the employees and staffs of Adnou Design Company are graduates of graphic design schools. They automatically became permanent workers after passing the probation period. Figure 1 shows the complete organization structure of Adnou Design Company. The organization structure shows that the Director oversees four division: Accounting, Design (Art Director), Production (Production Manager), and Administration & Marketing. The Accounting Division is directly under the Director so this division is responsible directly to the Director.

There are three divisions below Accounting: the Art Director, the Production, and the Administration and Marketing. They are at the same job level and they relate to each other in completing a project. When

Marketing receives a project from a customer, it will pass the order to the Art Director to create a *client brief*. Then, the Art Director will pass the project to the sub-ordinate divisions: the Graphic Designer, the Web Designer and the Photographer. After the material design is completed, the Art Director will give the completed design to the Production Manager to process it and become a product until finishing. After the product is finished, the Manager Production will give the product to Administration for checking and delivery to the customer. Finally, the Marketing staff will contact the customer to make sure whether the product (the good) has safely arrived. There are only 10 people all together working in Adnou Design. Three people work as the Graphic Designer, Web Designer and Photographer. Two people work as Marketer and Administrator. In Production and Finishing there are four people. While in Accounting there is only one person.

#### **1.2.5. Office Hours at Adnou Design Company**

Officially, there is only one shift at Adnou Design Company. Working days are from Monday to Friday, starting from 9.00 am until 5.00 pm. On Saturdays, the working hours are from 9.00 am to 3.00 pm. If Adnou Design is fully booked with orders, all staffs and employees will work overtime and they will get some bonus. On the other hand, Adnou Design Company will adjust its holidays or day offs with the Government's rules. For example, Adnou Design will give collective



day offs or leaves during Lebaran Holidays, as suggested by the Government.

### **I.2.5. Products of Adnou Design Company**

There are four products of Adnou Design Company:

#### **1. Graphic Design and Printing**

The products of graphic design and printing at Adnou Design Company include, Logo Designs and Corporate Identities, Company Profiles, Stationery, Brochures, Flyers, Posters, Booklets, Calendars, Paper and Plastic Bags, Boxes and Packaging, Banner (X-Banner, Roll Banner), and other products.

#### **2. Digital Photography**

Digital photography includes photography for Hotel Interior and Exterior, Building, Office, Handicraft, and Spa.

#### **3. Multimedia and Web Design**

The products of multimedia and web designs include Multimedia Interactive Slideshow, Website Designing, Hosting and Domain and Maintenance.

#### **4. Services**

The Main business of Adnou Design Company is Visual Communication Design, or better known as Graphic Design. Its services include Conceptual Planning, Design Steps and Production. Conceptual Planning is the most important step to guarantee the success of products. From logo, design up to advertising campaign is

part of planning process that must be prepared seriously. The next steps is visualization the creative ideas into designs which should be impressive, communicative and persuasive. Final steps are the execution or application of ideas into promotion media both above and below the media line. Production process of advertising in printed media and other kind of promotion material such as brochures, fliers, must be controlled as the final execution.

#### **1.2.6. Customers of Adnou Design Company**

Adnou Design Company has had many customers since its establishment ten years ago. Various customers from both domestic and foreign have placed their orders at Adnou Design. Some of the Adnou's customers are from the hotel industries which have many chain hotels both nation and worldwide. They knew about Adnou Design Company through recommendations from Adnou's loyal customers. These loyal customers from the hotel industries have continuously repeated their orders for Adnou Design Company. They are mostly satisfied with the quality of the brochures, fliers, calendars, banners, sales kits they have ordered at Adnou Design.

Some of Adnou's customers from the national and international chain hotels are: Aryaduta Hotel Manado, Cakra Kembang and Cakra Kusuma Hotel Yogyakarta, Clarion Hotel and Convention Makassar, Core Hospitality International, Duta Garden Hotel Group Yogyakarta, Grand Elite Hotel Pekanbaru, Grand Quality Yogyakarta, Hotel Mariot

Sorong, Hotel Sagita Balikpapan, Jogjakarta Plaza Hotel, MITI German sculpture, Manado Quality Hotel, Mercure Regency Makassar, Mercure Pontianak, Martha Tilaar Spa Malang, Martha Tilaar Spa Yogyakarta, Plaza Inn Kendari, Puri Artha Hotel Yogyakarta, Quality Hotel Makasar, Gallat Rita Hungary Art, Sahid Imara Palembang, Saphir Hotel Yogyakarta, Sedona Hotel Manado, Sheraton Mustika Yogyakarta Resort & Spa, Sisca Saloon Yogyakarta, Sutanraja Hotel Convention & Recreation Manado, The Cangkringan Jogja Villas & Spa, TravellerS Krakatoa Nirwana Resort Lampung, TravellerS Hotel Jakarta Group, Tamansari Drink Corner, Sentani Hotel Papua, and many more.

Additionally, Adnou Design Company also makes cooperation with local clients both the government and private companies. Some of them are Java Pavilion Yogyakarta, Yogyakarta Tourism Promotion Board (BP2KY), Garuda Indonesia Yogyakarta, Sagan Resto Yogyakarta, Royal Garden Restaurant Yogyakarta, Merapi Golf Yogyakarta, Java Traveller Tour & Travel Yogyakarta, Kultur Tours Yogyakarta, Tamalia Tours & Travel Agency, Dewata Sakti Tour and Seta Tours Yogyakarta, and many more.

### **I.3. The Significance of the Field Study**

This field study is expected to give some benefits for the writer. By doing the field study at Adnou Design Company the writer can increase the knowledge of marketing management that she received during her study. The writer can also get the experience by practicing some of the theories and

knowledge she received from the Business Theory and Practice class in Business Concentration of English Study Program Diploma III Universitas Islam Indonesia.

For Adnou Design Company this final report on the writer's field study can be used as inputs and considerations for Adnou's management to improve its products and services. It can also be used as the basis to improve and increase its customer loyalty. Hopefully, the suggestions in this final report can increase the quality of service given by Adnou Design, thus, keep and increase its loyal customer and its best services.

This final report can also help the students of English Study Program Diploma III Universitas Islam Indonesia to know more about the application of any disciplines, particularly in *business* concentration.

Finally, for the reader, this final report will not only give useful information about the business in graphic designs and advertisement, but also know how the business is managed as well as how the people in the organization work together in order to achieve the best quality results. This report emphasizes the importance of keeping customers satisfied and loyal to the company, particularly the hospitality industries.

## **CHAPTER II**

### **SUBJECT REPORT**

This chapter discusses three points that are related with the topic, they are the rationale, review of related literature, finding, and discussion.

#### **II.1. Rationale**

Intense competition has led many companies to be more focus on how to maintain and satisfy their existing customers. Adnou Design Company has been doing the same thing as well. As a local company in Yogyakarta, Adnou Design has many customers not only in Java but also in other major islands in Indonesia, such as Sumatera and Papua. In addition, some of Adnou Design customers are loyal customers. They have repeated their orders to Adnou Design from time to time. These facts prove that the products and service of Adnou Design has satisfied its customers.

Customer satisfaction measures how good one company treats its customers, including maintaining the quality of the products and services which can make customers loyal to its products and company services. Customer satisfaction is an important aspect for a company. At the same time, the attitudes and habits of customers and business customers are clearly affected by marketing or promotion. This is an interesting phenomenon in Adnou Design Company. Many customers came to Adnou Design Company and trusted its services and products to fulfill their orders. This fact has given lots of benefits and advantages for Adnou Design. As a

result, Adnou Design Company can increase the numbers of its loyal customers and earn much profit. These customers are from hotel industries, restaurants, home stays, souvenir stores and other hospitality industries, such as travel agents and tour operators. In other words, both Adnou Design Company and these hospitality industries have a symbiosis mutualism connection. Based on these facts, this final report will focus to answering the question:

*Why the customers, especially the hospitality industries choose Adnou Design Company for their advertisement needs?*

## **II.2. Review of Related Literature**

In an effort to answer the question above, the review of related literature in this chapter discusses the theory and definition of a hospitality industry, theory of marketing activities, customer satisfaction theory and customer loyalty theory.

### **II.2.1. Hospitality Industry**

Hospitality Industry is an industry engaged in providing services and services to customers so that customers get the convenience in terms of transportation, catering accommodation, and restaurants (Seth, 1978). The industries which are included in the hospitality industry are: hotels, motels, resorts, travel agents, restaurants, and others. According to the Department of Tourism, Post, and Telecommunication, a hotel is a kind of accommodation

that uses part or the whole building to provide lodging services, food and beverages, as well as other services for community-managed commercial. While according to Baker and Jeremy (2001), Hospitality Industry is a commercial contract to enter into service relationship that involves supplying the amenities, comforts, conveniences, social interactions, and experiences of shelter and entertainment that a guest or customer values.

From the theories above, we can conclude that a hospitality industry is an industry that emphasizes hospitality and it can entertain its guest and visitors in order to get maximum services from the service provider more than the customer or the guest expectation. This becomes the priority of the company to provide services for all customers, because the success of a hospitality industry depends greatly on the quality of services given to its customers.

### **II.2.2. Marketing Activities**

Marketing activities must give satisfaction to the customers if they want to continue their business (Dharmmesta & Handoko, 1982). Satisfied customers will have better opinions and views of the company. Customer satisfaction, which is very important for a company is related to market analysis. According to Stanton (1978), business philosophy states that customer needs is a prerequisite for economic and social availability of the company.

There are three concepts of marketing: 1) customer oriented, 2) integral marketing activities, and 3) consumer satisfaction. Customer satisfaction measures how good one company treats its customers. It includes providing the products and services which can make customer loyal. For example: when someone makes a major purchase, he or she will research the product or service and gain information from the advertising, salespersons, and word-of-mouth from friends and associates. In other words, customer satisfaction is the key of the continuity and the success of the company. While Philip Kotler and Kevin Lane Keller (2006) define the marketing management as the art of science of choosing target markets and getting, keeping and growing customers through creating, delivering, and communicating superior customer value.

In conclusion, marketing activity is a process that includes planning, implementing, and evaluating market needs and turning them into an offer that can generate profits for the company. Marketing activity is an effort to arrange the relationship from company to buyers and sellers and control the exchange to get profits. The success of a marketing activity is expressed in customer oriented, integrated marketing and customer satisfaction.



### **II.2.3. Customer Satisfaction**

Customer satisfaction is the level of one's feelings after comparing the performance or results that they felt compared to expectations (Kotler 2002). While Batra and Athola (1990) define customer satisfaction as the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals.

Adnou Design always treats all its customers as *kings*. These customers will get what they need as long as their orders and requests are still in the field of graphic designs and advertisements. They will get all the packages that they have requested. In fact, these customers sometimes got other compliments such as free designing service and bonus in the form of discount prices.

Many different approaches in measuring customer satisfaction exist in the customer behavior literature. Satisfaction theory by Band (1971) explains that satisfaction is the state in which customers' needs, wants, and expectations, through the transaction cycle, are exceeded resulting in repurchased and continuing loyalty. While Leonard Berry (2002) expanded previous research to refine ten dimensions of satisfaction, namely: *quality, value, timeliness, efficiency, ease of access, environment, inter-departmental teamwork, front line service behaviors, commitment to the customer and innovation*. Berry's dimensions are often used to develop an

evaluative set of satisfaction measurement questions that focus on each of the dimensions of customer satisfaction in a service environment.

Another customer satisfaction theory by Zeithaml and Bitner (1996) explains that customer satisfaction is influenced by some factors, they are:

a. Quality of Service

The quality of services depends on *system, technology* and *human*. It has 5 dimensions: *reliability, responsiveness, assurance, tangible, and empathy*.

b. Quality of Products

Customers will be satisfied if they buy and use good quality products. It has 8 elements : *performance, feature, reliability, durability, aesthetic, the services, suitable with specification, and quality of acceptable*.

c. Price

Customers usually assume the price as an indicator of the product. They tend to assume that higher prices are high quality.

d. Situation and Personal Factor

The Situation and personal factor will influence the customer to choose the company which have good experience with good product and service. This environmental factor and personal

circumstance affect the personal satisfaction for product or service consumed.

Customer satisfaction is a customer behavioral response. It is about a full assessment of the products or services that are perceived in comparison with what customers wish and expect from a product or service they have ordered or requested. In addition, customer satisfaction is a degree of happiness that customers have towards the product or service and the probability of re-purchasing or re-ordering. Therefore, as the basis of designing questions for the questionnaire about customer satisfaction, given to Adnou Design clients, the writer used this customer satisfaction theory by Zeithaml and Bitners.

#### **II.2.4. Customer Loyalty**

According to Griffin (1995) a loyal customer is someone who makes regular repeat purchase, whether it is a purchase across product or service lines. In other words, a loyal customer is a customer who has several characteristics, such as: repeat purchase frequently in the same company, inform the other people about their satisfaction in the company, and immune to the product and service from other company. Customer loyalty is the proof from a customer who is always loyal and has strong and positive behavior to the company.

Getty and Thomson (1994) point out that customer loyalty can be measured by behavior and attitudes. The first measurement of

customer behavior is with reference to the repetition of the purchase of goods and services that they ever bought before. And, the second measurement of customer attitude refers to giving recommendations to other people. Therefore, it can be concluded that customer loyalty is an attitude or behavior from the customers which show that they are satisfied with the products they have ordered or the services they have requested and decided to repeat their orders and requests at the same company. The repetition of orders can be done regularly and repeatedly as they have commitments and positive attitude toward the company.

### **II.3. Finding and Discussion**

In order to measure the level of customer satisfaction at Adnou Design Company and answer the final report question in this chapter, the writer has prepared a questionnaire based on the Zeithmal and Bitner theory. The questionnaires were given to ten customers of Adnou Design nationwide. Then, the results of the questionnaire were presented, analyzed, and interpreted. Finally, findings were identified based on those data interpretations. The questionnaire that the writer used consists of eight questions. These questions represent the *quality of services*, the *quality of products*, the *price*, and the *situation and personal factor*.

The questionnaires were given to ten respondents of Adnou Design customers from the hospitality industries nationwide. Three respondents

were located in Yogyakarta and there were seven respondents located outside of Yogyakarta. These customers were chosen because they almost repeat or intend to repurchase their order at Adnou Design Company within a month period. Additionally, these hospitality industries have been regular customers for about three to seven years.

In answering the questions in the questionnaire, the respondents will express their answers by choosing *dissatisfied*, *neither*, *satisfied*, and *very satisfied* as provided in the questionnaire. The results of the questionnaire are presented in Table 1 and Table 2

**Table 1. Average Scores of Respondents Answers Based on the Respondents**

No.	Respondents	Questions								Total Score	Average Score
		1	2	3	4	5	6	7	8		
1	A	4	1	3	3	3	3	4	4	25	3.12
2	B	4	1	3	3	3	3	3	3	23	2.87
3	C	3	2	3	3	3	3	4	3	24	3.00
4	D	3	3	3	3	3	3	3	3	24	3.00
5	E	3	3	3	3	3	3	3	3	24	3.00
6	F	4	4	3	3	3	3	3	3	26	3.25
7	G	4	2	4	4	4	4	4	4	30	3.75
8	H	4	3	3	3	3	3	3	3	25	3.12
9	I	3	3	3	3	3	3	3	3	24	3.00
10	J	4	4	3	3	3	3	3	3	26	3.25
Total									250	31.24	
<b>Average</b>									<b>25</b>	<b>3.12</b>	

**Note:**

1. Score 1 = for *dissatisfied* answers
2. Score 2 = for *neither* answers
3. Score 3 = for *satisfied* answers
4. Score 4 = for *very satisfied* answers

Table 1 shows that the lowest total score from the respondents' answers is 23 from a maximum score of 32. The highest score is 30 achieved from respondent number 7. The average total score from the questionnaires ranges from 2,87 to 3,75 from a maximum of 4. Therefore, from the data presentation above it can be concluded that these customers are *satisfied* with Adnou Design Company.

**Table 2. Average Scores of Respondents Answers Based on the Questions**

No.	Respondent	Questions							
		1	2	3	4	5	6	7	8
1	A	4	1	3	3	3	3	4	4
2	B	4	1	3	3	3	3	3	3
3	C	3	2	3	3	3	3	4	3
4	D	3	3	3	3	3	3	3	3
5	E	3	3	3	3	3	3	3	3
6	F	4	4	3	3	3	3	3	3
7	G	4	2	4	4	4	4	4	4
8	H	4	3	3	3	3	3	3	3
9	I	3	3	3	3	3	3	3	3
10	J	4	4	3	3	3	3	3	3
<b>Total Score</b>		36.00	26.00	31.00	31.00	31.00	31.00	33.00	32.00
<b>Average Score</b>		<b>3.6</b>	<b>2.6</b>	<b>3.1</b>	<b>3.1</b>	<b>3.1</b>	<b>3.1</b>	<b>3.3</b>	<b>3.2</b>

**Note:**

1. Score 1 = for *dissatisfied* answers
2. Score 2 = for *neither* answers
3. Score 3 = for *satisfied* answers
4. Score 4 = for *very satisfied* answers

**Table 3. Respondents Answers in Percentages**

Question	Dissatisfied	Neither	Satisfied	Very Satisfied
1			60%	40%
2	20%	20%	40%	20%
3			90%	10%
4			90%	10%
5			90%	10%
6			90%	10%
7			70%	30%
8			80%	20%
Average	2.5%	2.5%	76%	19%

Table 2 shows that the customers who answered the first question in the questionnaire have a total score of 36 from a maximum score of 40. By percentage, there are 60% of the respondents who answered with *satisfied* and 40% answered *very satisfied* as shown in Table 3 This means that 60% of the respondents are satisfied with the service given by Adnou Design Company from the start until finishing. The other 40% of the respondents are very satisfied with Adnou Design's service.

Other questions in the questionnaire, except for question number 2, have a total score ranging from 31 to 33 from a maximum score of 40. By percentage, 90% of the respondents answered *satisfied* for questions 3, 4, 5, and 6. And 10% of the respondents answered *very satisfied* for those questions. This means that 90% of the respondents are satisfied with the design work and the quality of the product by Adnou Design. In addition, they are also satisfied with how Adnou Design response and deal with their complaints. These respondents are also satisfied with the price that they pay

with the service and product they receive. The rest 10% of the respondents are very satisfied with the design work, the quality of the product, how their complaints are responded and handled as well as the price they pay with the service and product they receive.

As many as 70% of the respondents answered *satisfied* for question 7 and 30% of the respondents answered *very satisfied* for that question. This means that 70% of the respondents will recommend Adnou Design's products and service to their friends or colleagues. Finally for question 8, 80% of the respondents answered *satisfied* and 20% of the respondents answered *very satisfied*. This means that 80% of the respondents are will re-purchase or re-order at Andou Design Company.

Interestingly the percentage of answers for question number 2 is distributed almost evenly with 20% of the respondents answered *dissatisfied*, 20% *neither*, 40% *satisfied*, and 20% *very satisfied*. This means that 20% of the respondents are still dissatisfied with the time accuracy from designing to delivery time. However, there are still 40% of the respondents who are satisfied with the time accuracy given by Adnou Design Company.

In conclusion, the percentage of respondents who answered *satisfied* in all of the questions in the questionnaire is far above the respondents who answered *dissatisfied*. They are satisfied with the service given by the company. They not really satisfied with the time accuracy of the cargo service delivery provided by Adnou Design. They are satisfied with the products, attributes, the features, and the benefits. They are satisfied with the



guarantee and the product or service fulfilling their expectation. They are satisfied with the overall price list and with the price that they pay for the service and products. They are willing to give information to their friends or colleagues about Adnou Company. This is known as the *word of mouth* advertising for Adnou Design Company. Finally, they are willing to re-purchase or re-order the products at Adnou Design.

From these findings, the writer know that these expectations often reflect many aspects of the company's business activities including the actual product, service, company, and how the company operates in the global environment. The writer realizes that some of the respondents were not satisfied with the time accuracy of product delivery to customers outside of Java Island, as asked in question number 2. This is a very important finding for Adnou Design to improve the length and the accuracy of the delivery time for customers nationwide, especially outside of Java Island. Adnou Design has to be more careful in choosing the suitable and more reliable cargo service to do the job better in the future.

However, in general, the respondents feel that they are satisfied and very satisfied with the products and services from Adnou Design. They have pointed out their reasons why they, hospitality industries nationwide, have chosen Adnou Design Company to fulfill their orders and most of these customers tend to repeat their orders at Adnou Design Company. Some of the products and services that these customers re-order are designing, product printing, photography and other services. Almost all customers are

always keeping in touch with Adnou Design Company for all their needs in advertising besides being able to give the very best services.

Another data gathered during the field study was about the number of repeat orders some customers have made in a specified period. This data can be used to support the data from the questionnaire and the findings. There are ten customers from the hospitality industries nationwide collected for this data and the complete presentation is shown in Table 4.

**Table 4. Repeat Orders Made by Customers of Adnou Design Company**

No.	Customer	Period	Number of Repeat Orders
1.	A	19/4/2011 – 30/4/2011	3x
2.	B	1/2/2011 – 23/2/2011	2x
3.	C	4/5/2011 – 28/6/2011	2x
4.	D	9/3/2011 – 10/3/2011	2x
5.	E	8/3/2011 – 15/3/2011	2x
6.	F	20/4/2011 – 4/6/2011	2x
7.	G	9/5/2011 – 13/5/2011	2x
8.	H	9/3/2011 – 28/6/2011	2x
9.	I	4/1/2011 – 5/2/2011	3x
10.	J	22/3/2011 – 13/4/2011	9x

Table 4 shows that repeat orders have been done repeatedly for Adnou Design Company during a certain period of time. A customer, for example Hotel Aryaduta Manado, repeated its order four times within a period of less

than a month. Another customer, such as Puri Artha Hotel Yogyakarta, repeated its order three times in less than two months. The number of repeated orders for Adnou Design are another prove that the products and services of Adnou Design have satisfied most of its customers.

Adnou Design customers also feel satisfied when they are communication personally with the employees at Adnou Design Company because they are always welcomed to accept critics and suggestion. This is are appropriate with the some facts :

1. Customer satisfaction and trust have a significant effect on loyalty.
2. Quality of service has a significant influence on customer's satisfaction and trust.
3. Maintaining the loyalty of existing customers that provide the greatest contribution is an indicator of overall satisfaction and safety indicators (assurance).
4. Loyal customer or dissatisfaction customers are very powerful advertising and can influence other customers or prospective customers and this is commonly known as the world of mouth advertising.
5. Customer satisfaction in service must cover all process from the start to finish. A little problem in shipment can affect the whole quality service given by Adnou Design Company.

## CHAPTER III

### CONCLUSION

This chapter consists of two parts, they are conclusions and suggestions.

#### III.1. Conclusions

From the data which the writer collected from questionnaires which were given to Adnou Design customers and the data of *repeated orders* from some of Adnou Design customer, the writer has made some conclusions about her field study.

The total average of Adnou Design customers who are satisfied with Adnou Design Company is 3.12 point from a maximum of 4.00 point. It means that most of the customers are satisfied with Adnou Design Company.

The customers chose Adnou Design because they are satisfied with the services given by Adnou Design which include reliability, responsiveness, and assurance. They feel that the respond and service given by Adnou Design when they make order for Adnou Design is quick and professional.

The customers also get high quality results and products from Adnou Design Company. The products are freshly designed with good features and using the best quality paper. Additionally, the customers are satisfied with the price that they pay in return of the products and services they receive.

However, there is a customer who answered the questionnaire with little dissatisfaction. The customer pointed out the important problem in time accuracy for delivering the finished products to the customer's hometown. This means that Adnou Design Company has to think of a new system or chose a new cargo delivery company to send the finished products on time to customers out of Yogyakarta. In businesses with tight competition, this is an important thing to solve, especially for Adnou Design Company.

### **III. 2. Suggestions**

The writer offers some suggestions:

1. Adnou Design Company should maintain its loyal customers by always giving the best services and always keeping in touch with them. For example, in order to solve the problem of time accuracy in sending the finished products to customers outside of Yogyakarta, Adnou Design Company must choose a more reliable cargo delivery service to keep their loyal customer, the cargo must have exact delivery time with the best guarantee of on time delivery.
2. Adnou Design Company should often do research periodically about customer satisfaction to know how well its service quality that they provide for all customer.

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## Appendix A. Letter of Field Study Acceptance

**ADNOU** DE

Yogyakarta, 02 Mei 2011  
No : AND.0058

Jl. Dr. Sutomo GK 4/1403, Danukusuman, Yogyakarta  
P. +62-274 58 3939, F. +62-274 58 3983  
e. info@adnoudesign.com, www.adnoudesign.com

Kepada Yth,  
**Kepala Program Studi Bahasa Inggris D3**  
Fakultas Psikologi dan Ilmu Sosial Budaya  
Universitas Islam Indonesia  
Yogyakarta

Up : Bpk. Nisamuddin Sadiq, S.Pd., M.Hum

Hal : Keterangan Praktek Kerja Lapangan (PKL)

Dengan Hormat,

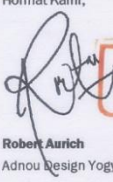

Bersama ini kami sampaikan bahwa mahasiswi Universitas Islam Indonesia Yogyakarta

Nama Mahasiswa : Marisa Reeza  
NIM : 08221002  
Program Studi : Bahasa Inggris D3  
Fakultas : Psikologi dan Ilmu Sosial Budaya  
Jenis Kelamin : Perempuan

Telah kami terima dan melaksanakan Praktek Kerja Lapangan (PKL) pada perusahaan kami - Adnou Design Yogyakarta di bagian marketing selama kurang lebih 1 bulan, terhitung mulai 01 - 30 April 2011. Adapun pelaksanaannya berjalan dengan lancar dan baik.

Demikian surat keterangan dari kami, untuk dapat digunakan sebagaimana mestinya. Atas perhatian dan kerja samanya kami ucapkan terima kasih.

Hormat Kami,


  


**Robert Aurich**  
Adnou Design Yogyakarta


graphic design printing photography multimedia web design



Appendix B. Field Study  
Journal

  
PROGRAM STUDI  
**BAHASA INGGRIS DIPLOMA 3**  
FAKULTAS PSIKOLOGI DAN ILMU SOSIAL BUDAYA  
UNIVERSITAS ISLAM INDONESIA

**BUKU CATATAN  
PRAKTEK KERJA  
LAPANGAN**











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
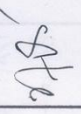

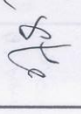

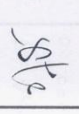

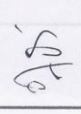
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08221002

Dosen Pembimbing :  
Mr. Ir. Adi Wisnumurti, M.Hum





Lokasi Praktek :  
ADINDU DESIGN COMPANY  
Ponokurungan, Yogyakarta







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Telp. (0274) 540154, 7102464, Fax. (0274) 540254  
E-mail: d3bahasa@uii.ac.id



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1.	1-April-2011 09.00-15.00	-Memeriksa file pelanggan ✓	100% terlaksana		
2.	4-April-2011 09.00-15.00	-Menerima dan Menelepon pelanggan ✓	100% terlaksana		
3.	5-April-2011 09.00-15.00	-Sabagai receptionist di front office Kantor ✓	100% terlaksana		
4.	6-April-2011 09.00-15.00	-Sabagai receptionist di front office Kantor ✓	100% terlaksana		

No	Tanggal - Jam	Kegiatan	Hasil	Tanda tangan	
				Pembimbing Lapangan	Pembimbing TABS
5.	7-April-2011 09.00 - 15.00	-Mempelajari dan Menghafal Harga cetakan ✓	100% terlaksana		
6.	8-April-2011 09.00 - 15.00	-Membedakan jenis-jenis cetakan ✓	100% terlaksana		
7.	11-April-2011 09.00 - 15.00	-Mempelajari jenis-jenis kertas dan pengujian-nya. ✓	100% terlaksana		
8.	12-April-2011 09.00 - 15.00	-Mengumpulkan contoh hasil cetakan yang pernah di buat oleh Adnou Design Company untuk di simpan di file agar mudah dicari. ✓	100% terlaksana		

No	Tanggal - Jam	Kegiatan	Hasil	Tanda tangan	
				Pembimbing Lapangan	Pembimbing TABS
9.	13-April-2011	-Mengelompokkan hasil cetakan di dalam file sesuai Orderan yang biasa dipesan oleh masing masing customer ✓	100% terlaksana.		
10.	14-April-2011	-Menerima customer dan menghandle orderan dari customer - Membuat penawaran harga (price list) dengan bagian produksi	100% terlaksana.		
11	15-April-2011	- Membalas email dari beberapa customer - Melakukan kontak telepon dengan para customer ✓	100% terlaksana		
12.	18-April-2011	-Menyerahkan file ke Hyatt Hotel usabk	100% terlaksana		

No	Tanggal - Jam	Kegiatan	Hasil	Tanda tangan	
				Pembimbing Lapangan	Pembimbing TABS
13	19 April - 2011	<p>Menelepon bagian kargo pengiriman dan menginformasikan kepada customer jika barang yang dipesan telah dikirim ✓</p> <p>- Mengecek dan memeriksa barang pesanan customer di bagian produksi dan finishing. "</p> <p>- Mengawasi pengepakan barang yang akan dikirim ke customer ✓</p>	100% terlaksana		
14.	20-April-2011	<p>- Mengirim fax ke Swirel hotel Manado untuk konfirmasi harga cetakan ✓</p> <p>- Menerima fax pesanan barang dari hotel Swirel Manado untuk diinformasikan kepada bagian Design dan di-truskan kebagian produksi. ✓</p>	100% terlaksana		

No	Tanggal - Jam	Kegiatan	Hasil	Tanda tangan	
				Pembimbing Lapangan	Pembimbing TABS
15.	21 April - 2011	Kirim penawaran harga lewat email ke customer. ✓	100% terlaksana.		
16.	25 - April - 2011	Kirim penawaran harga lewat email dan lewat fax - Kirim penawaran ke hotel sekitar Yogyakarta. ✓	100% terlaksana.		
17.	26 - April - 2011	Menerima customer yang datang ke kantor dan <del>menawarkan</del> menawarkan jenis jenis cetakan yang pernah dibuat oleh Adnan Design Company sebagai referensi. ✓	100% terlaksana.		

No	Tanggal - Jam	Kegiatan	Hasil	Tanda tangan	
				Pembimbing Lapangan	Pembimbing TABS
18.	27 - April - 2011	Mengirim penawaran lewat email ✓ Mengirim penawaran lewat email	100 % terlaksana. 100 % terlaksana.		
19.	28 - April - 2011				

## Appendix C. Questionnaires

Independent A 5 Design Yogyakarta  
by phone

A : outside of Yogyakarta  
by : phone

**ADNOU DESIGN**

Jl. Dr. Sutomo GK 4/1403, Denukusuman, Yogyakarta  
P. +62-274 58 3939, F. +62-274 58 3983  
e. Info@adnoudesign.com, www.adnoudesign.com

**Questionnaire**

Dear Customer:

As the management of Adnou Design Company, I want to thank you for giving us the opportunity to serve you. Please help us serve you better by taking a couple of minutes to tell us about the service.

1. How satisfied are you with our service from the start until finishing?  
A. Dissatisfied  
B. Neither  
C. Satisfied  
D. Very satisfied
2. How satisfied are you with the accurate time from design until delivery time in your place?  
A. Dissatisfied  
B. Neither  
C. Satisfied  
D. Very satisfied
3. How satisfied are you with our design and quality product?  
A. Dissatisfied  
B. Neither  
C. Satisfied  
D. Very satisfied
4. Do you satisfied with the response and resolution of your complaint to our company?  
A. Dissatisfied  
B. Neither  
C. Satisfied  
D. Very Satisfied
5. Do you satisfied with our overall product price list?,  
A. Dissatisfied  
B. Neither  
C. Satisfied  
D. Very satisfied
6. Do you feel comparable or satisfied with price that you pay for our service and product in our company?,  
A. Dissatisfied  
B. Neither  
C. Satisfied  
D. Very satisfied
7. When you feel satisfied would you recommend our products and services to your friends or colleagues?  
A. Dissatisfied  
B. Neither  
C. Satisfied  
D. Very satisfied
8. When you feel satisfied would you intent to repurchase our products?  
A. Dissatisfied  
B. Neither  
C. Satisfied  
D. Very satisfied

Thank you for your feedback and we sincerely appreciate your honest opinion.  
ADNOU DESIGN COMPANY

graphic design printing photography multimedia web design



Respon dan ...

B : outside of jogyakorta  
By Phone



2

Jl. Dr. Sutomo GK 4/1403, Danukusuman, Yogyakarta  
P. +62-274 58 3939, F. +62-274 58 3983  
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Thank you for your feedback and we sincerely appreciate your honest opinion.

ADNOU DESIGN COMPANY

Respon...  
C : outside of Yogyakarta  
by : phone



Jl. Dr. Sutomo GK 4/1403, Danukusuman, Yogyakarta  
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1. How satisfied are you with our service from the start until finishing?,
 

A. Dissatisfied	<input checked="" type="radio"/> C. Satisfied
B. Neither	D. Very satisfied
2. How satisfied are you with the accurate time from design until delivery time in your place?
 

A. Dissatisfied	C. Satisfied
<input checked="" type="radio"/> B. Neither	D. Very satisfied
3. How satisfied are you with our design and quality product?
 

A. Dissatisfied	<input checked="" type="radio"/> C. Satisfied
B. Neither	D. Very satisfied
4. Do you satisfied with the response and resolution of your complaint to our company?.
 

A. Dissatisfied	<input checked="" type="radio"/> C. Satisfied
B. Neither	D. Very Satisfied
5. Do you satisfied with our overall product price list?,
 

A. Dissatisfied	<input checked="" type="radio"/> C. Satisfied
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A. Dissatisfied	<input checked="" type="radio"/> C. Satisfied
B. Neither	D. Very satisfied
7. When you feel satisfied would you recommend our products and services to your friends or colleagues?.
 

A. Dissatisfied	C. Satisfied
B. Neither	<input checked="" type="radio"/> D. Very satisfied
8. When you feel satisfied would you intent to repurchase our products?.
 

A. Dissatisfied	<input checked="" type="radio"/> C. Satisfied
B. Neither	D. Very satisfied

Thank you for your feedback and we sincerely appreciate your honest opinion.  
ADNOU DESIGN COMPANY

Respondent 2. Jona

D. robyakarta



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A. Dissatisfied  B. Neither  C. Satisfied  D. Very satisfied

Thank you for your feedback and we sincerely appreciate your honest opinion.

ADNOU DESIGN COMPANY



F Yogyakarta



6

Jl. Dr. Sutomo GK 4/1403, Danukusuman, Yogyakarta  
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### Questionnaire

Dear Customer:

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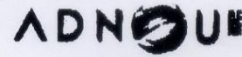
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C.  Satisfied  
D. Very satisfied
4. Do you satisfied with the response and resolution of your complaint to our company?  
A. Dissatisfied  
B. Neither  
C.  Satisfied  
D. Very Satisfied
5. Do you satisfied with our overall product price list?  
A. Dissatisfied  
B. Neither  
C.  Satisfied  
D. Very satisfied
6. Do you feel comparable or satisfied with price that you pay for our service and product in our company?  
A. Dissatisfied  
B. Neither  
C.  Satisfied  
D. Very satisfied
7. When you feel satisfied would you recommend our products and services to your friends or colleagues?  
A. Dissatisfied  
B. Neither  
C.  Satisfied  
D. Very satisfied
8. When you feel satisfied would you intent to repurchase our products?  
A. Dissatisfied  
B. Neither  
C.  Satisfied  
D. Very satisfied

Thank you for your feedback and we sincerely appreciate your honest opinion.

ADNOU DESIGN COMPANY

outside of jakarta

To : Niak



Jl. Dr. Setiabudi No. 11403, Jakarta Selatan, Indonesia  
P. 021-214 80 0000 F. 021-214 13 1111  
www.adnou.com

Questionnaire

Dear Customer:

As the management of Adnou Design Company, I want to thank you for giving us the opportunity to serve you. Please help us serve you better by taking a couple of minutes to tell us about the service.

1. How satisfied are you with our service from the start until finishing?
 

A. Dissatisfied	C. Satisfied
B. Neither	<input checked="" type="radio"/> D. Very satisfied
2. How satisfied are you with the accurate time from design until delivery time in your place?
 

A. Dissatisfied	C. Satisfied
<input checked="" type="radio"/> B. Neither	D. Very satisfied
3. How satisfied are you with our design and quality product?
 

A. Dissatisfied	C. Satisfied
B. Neither	<input checked="" type="radio"/> D. Very satisfied
4. Do you satisfied with the response and resolution of your complaint to our company?
 

A. Dissatisfied	<input checked="" type="radio"/> C. Satisfied
B. Neither	D. Very Satisfied
5. Do you satisfied with our overall product price list?
 

A. Dissatisfied	C. Satisfied
B. Neither	<input checked="" type="radio"/> D. Very satisfied
6. Do you feel comparable or satisfied with price that you pay for our service and product in our company?
 

A. Dissatisfied	C. Satisfied
B. Neither	<input checked="" type="radio"/> D. Very satisfied
7. When you feel satisfied would you recommend our products and services to your friends or colleagues?
 

A. Dissatisfied	C. Satisfied
B. Neither	<input checked="" type="radio"/> D. Very satisfied
8. When you feel satisfied would you intent to repurchase our products?
 

A. Dissatisfied	C. Satisfied
B. Neither	<input checked="" type="radio"/> D. Very satisfied

Thank you for your feedback and we sincerely appreciate your honest opinion.  
ADNOU DESIGN COMPANY

to : Mrs. Robert

H : outside of Yogyakarta  
By : phone

Questionnaire



Jl. Dr. Sutomo GK 4/1403, Danukusuman, Yogyakarta  
P. +62-274 58 3939, F. +62-274 58 3983  
e. info@adnoudesign.com, www.adnoudesign.com

Dear Customer:

As the management of Adnou Design Company, I want to thank you for giving us the opportunity to serve you. Please help us serve you better by taking a couple of minutes to tell us about the service.

1. How satisfied are you with our service from the start until finishing?  
A. Dissatisfied  
B. Neither  
C. Satisfied  
D. Very satisfied
2. How satisfied are you with the accurate time from design until delivery time in your place?  
A. Dissatisfied  
B. Neither  
C. Satisfied  
D. Very satisfied
3. How satisfied are you with our design and quality product?  
A. Dissatisfied  
B. Neither  
C. Satisfied  
D. Very satisfied
4. Do you satisfied with the response and resolution of your complaint to our company?  
A. Dissatisfied  
B. Neither  
C. Satisfied  
D. Very Satisfied
5. Do you satisfied with our overall product price list?  
A. Dissatisfied  
B. Neither  
C. Satisfied  
D. Very satisfied
6. Do you feel comparable or satisfied with price that you pay for our service and product in our company?  
A. Dissatisfied  
B. Neither  
C. Satisfied  
D. Very satisfied
7. When you feel satisfied would you recommend our products and services to your friends or colleagues?  
A. Dissatisfied  
B. Neither  
C. Satisfied  
D. Very satisfied
8. When you feel satisfied would you intent to repurchase our products?  
A. Dissatisfied  
B. Neither  
C. Satisfied  
D. Very satisfied

Thank you for your feedback and we sincerely appreciate your honest opinion.

ADNOU DESIGN COMPANY

To : Ibu Pety



Jl. Dr. Soetedjo 4/1403, Bandung Selatan, Yogyakarta  
P. +62-274 56 3939, F. +62-274 56 3983  
e. info@adnoue.com, www.adnouesign.com

Questionnaire

Dear Customer,

~~As part of our commitment to improve our service, we would like to ask you a few questions about the service.~~

1. How satisfied are you with our service from the start to the end?  
A. Dissatisfied  
B. Neither  
C. Satisfied  
D. Very satisfied
2. How satisfied are you with the accurate time from design until delivery time in your place?  
A. Dissatisfied  
B. Neither  
C. Satisfied  
D. Very satisfied
3. How satisfied are you with our design and quality?  
A. Dissatisfied  
B. Neither  
C. Satisfied  
D. Very satisfied
4. Do you satisfied with the response and resolution of your complaint to our company?  
A. Dissatisfied  
B. Neither  
C. Satisfied  
D. Very satisfied
5. Do you satisfied with our overall product price list?  
A. Dissatisfied  
B. Neither  
C. Satisfied  
D. Very satisfied
6. In your final comparison or satisfied with price that you pay for our service and product in our company?  
A. Dissatisfied  
B. Neither  
C. Satisfied  
D. Very satisfied
7. When you feel satisfied would you recommend our products and services to your friends or colleagues? *Yes*  
A. Dissatisfied  
B. Neither  
C. Satisfied  
D. Very satisfied
8. When you feel satisfied would you intent to repurchase our products? *Yes*  
A. Dissatisfied  
B. Neither  
C. Satisfied  
D. Very satisfied

Thank you for your feedback and we sincerely appreciate your honest opinion.  
ADNOU DESIGN COMPANY



J : Yogyakarta



Jl. Dr. Sutomo GK 4/1403, Danukusuman, Yogyakarta  
P. +62-274 58 3939, F. +62-274 58 3983  
e. info@adnoudesign.com, www.adnoudesign.com

### Questionnaire

Dear Customer:

As the management of Adnou Design Company, I want to thank you for giving us the opportunity to serve you. Please help us serve you better by taking a couple of minutes to tell us about the service.

1. How satisfied are you with our service from the start until finishing?  
A. Dissatisfied  
B. Neither  
C. Satisfied  
D.  Very satisfied
2. How satisfied are you with the accurate time from design until delivery time in your place?  
A. Dissatisfied  
B. Neither  
C. Satisfied  
D.  Very satisfied
3. How satisfied are you with our design and quality product?  
A. Dissatisfied  
B. Neither  
C.  Satisfied  
D. Very satisfied
4. Do you satisfied with the response and resolution of your complaint to our company?  
A. Dissatisfied  
B. Neither  
C.  Satisfied  
D. Very Satisfied
5. Do you satisfied with our overall product price list?,  
A. Dissatisfied  
B. Neither  
C.  Satisfied  
D. Very satisfied
6. Do you feel comparable or satisfied with price that you pay for our service and product in our company?,  
A. Dissatisfied  
B. Neither  
C.  Satisfied  
D. Very satisfied
7. When you feel satisfied would you recommend our products and services to your friends or colleagues?.  
A. Dissatisfied  
B. Neither  
C.  Satisfied  
D. Very satisfied
8. When you feel satisfied would you intent to repurchase our products?..  
A. Dissatisfied  
B. Neither  
C.  Satisfied  
D. Very satisfied

Thank you for your feedback and we sincerely appreciate your honest opinion.

ADNOU DESIGN COMPANY

Appendix D. Repeat Order by Customers of Adnou Design Company

5/3/2011 mail (2549x3299)

THE ARYADUTA HOTEL MANADO

=====

P U R C H A S E   O R D E R   #   <933>                      P A G E   1

=====

Dated: 15/04/11                      Terms: 25 days                      Reqd: 19/04/11

=====

Ordered From:  ADNou DESIGN JL DR SUTOMO GK 4/1403 DANUKUSUMAN YOEYAKARTA		Deliver To:  HOTEL ARYADUTA MANADO JL.PIERRE TENDEAN MANADO - 95111 NORTH SULAWESI
--	--	---

Tel# 062274583939    Fax# 062274583983                      Tel# 62-431 855555 FAX 62-431 868888

=====

No.	Qty	UOD	Description	Price	Extension
1.	1000.00	PCS	[ ] KEY HOLDER RJ'S	750.00	750,000.00 115-019

\*\*\* Prices are net of 0.0% Discount \*\*\*                      Order Value:                      750,000.00

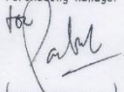
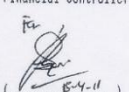
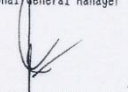
=====

PO. Description : PR GS0021 TO STORE

Date: 15/04/11

=====

\*\*\* THANK YOU \*\*\*

Purchasing Manager  (.....)	Financial Controller  (.....)	Regional General Manager  (.....)
--	--	--

AC-PAULINA (38)

=====

<https://mail.google.com/mail/?ui=2&i...> 1/1

5/3/2011

mail (2549x3299)

THE ARYADUTA HOTEL MANADO

PURCHASE ORDER # <1005> PAGE 1

Dated: 21/04/11 Terms: 25 days Reqd: 23/04/11

Ordered From:

Deliver To:

ADMOU DESIGN  
JL DR SUTOMO GK 4/1403  
DANUKUSUMAN  
YOGYAKARTA

HOTEL ARYADUTA MANADO  
JL. PIERE TENDEAN  
MANADO - 95111  
NORTH SULAWESI

Tel# 062274583939 Fax# 062274583983

Tel# 62-431 855555 FAX 62-431 868888

No.	Qty	UOD	Description	Price	Extension
1.	1000.00	PCS	[ ] GIFT VOUCHER	1,650.00	1,650,000.00 510-462

\*\*\* Prices are net of 0.0% Discount \*\*\* Order Value: 1,650,000.00

PO. Description : PR 0252 TO SALES

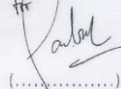
Date: 21/04/11

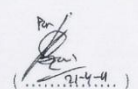
\*\*\* THANK YOU \*\*\*

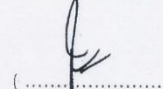
Purchasing Manager

Financial Controller

Regional/General Manager

  
(.....)

  
(.....)

  
(.....)

AC-PAULINA (38)

5/3/2011

mail (2549x3299)

THE ARYADUTA HOTEL MANADO

PURCHASE ORDER # <1075> PAGE 1

Dated: 27/04/11 Terms: 25 days Reqd: 30/04/11

Ordered From:

Deliver To:

ADNOU DESIGN  
JL DR SUTOMO GK 4/1403  
DAMUKUSUMAN  
YOGYAKARTA

HOTEL ARYADUTA MANADO  
JL. PIERE TENDEAN  
MANADO - 95111  
NORTH SULAWESI

Tel# 062274583939 Fax# 062274583983 Tel# 62-431 855555 FAX 62-431 868888

No.	Qty	UOQ	Description	Price	Extension
1.	3000.00	PCS	[ ] SPECIAL WEEKEND VOUCHER	225.00	675,000.00 510-462
2.	1000.00	PCS	[ ] DISCOUNT SPECIAL VOUCHER	425.00	425,000.00
3.	3000.00	PCS	[ ] SPECIAL WEEKEND VOUCHER	225.00	675,000.00
4.	1000.00	PCS	[ ] DISCOUNT SPECIAL VOUCHER	425.00	425,000.00

\*\*\* Prices are net of 0.0% Discount \*\*\* Order Value: 2,200,000.00

PO. Description : PR 0019 TO S & M

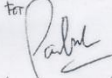
Date: 27/04/11


\*\*\* THANK YOU \*\*\*

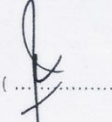
Purchasing Manager

Financial Controller

Regional/General Manager

for  
  
(.....)

  
(..... 27-4-11 )

  
(.....)

AC-PAULINA (38)



**PURCHASE ORDER**

NO. : PO-0147.11.AD  
 Date : 01/02/2011  
 Delivery Date : / /  
 Delivery Location : Pekanbaru  
 Validity of PO : 14 HARI

TO :  
 00032  
 ANDU DESIGNE  
 Jl. Dr. SUTOMO, GK 4/1403 DANU-  
 KUSUMAN, YOGYAKARTA.

QUANTITY	UNIT	DESCRIPTION	PRICE	AMOUNT
1,000.00	PCS	GIFT CERTIFICATE	1,500	1,500,000

Purchase Order Total IDR 1,500,000

KET : STOCK GUDANG

*[Signature]*  
 Purchasing

*[Signature]*  
 Finance Controller

*[Signature]*  
 General Manager

Finance Director



**PURCHASE ORDER**

Delivery Date : / /  
Delivery Location : Pekanbaru  
Validity of PO : 14 HARI

TO :  
00032  
ANOLI DESIGNE  
JL. Dr. SUTOPN, GK 4/1403 DAMU-  
KUSUMAN, YOGYAKARTA.

QUANTITY	UNIT	DESCRIPTION	PRICE	AMOUNT
500.00	pcs	GREETING CARD	3,000	1,500,000

Purchase Order Total	IDR	1,500,000
----------------------	-----	-----------

KET : STOCK GUDANG

*[Signature]*  
Purchasing

*[Signature]*  
Financial Controller

*[Signature]*  
General Manager

*[Signature]*  
Finance Director



**PURCHASE ORDER**

PO 201105 - 00475  
04.05.2011

PO NO : PO201105-00475  
PO DATE : 04.05.2011

Adnou Design

Jl. DR. Soetomo GK4 / 1403  
Sasukusuman

Telepon : 0274-583930  
Fax : 0274-583963

Term Of Payment : Credit 1

PR NO	COST CENTER	ARTICLE NAME	DELIVERY DATE	Qty	UNIT	Price/Unit	AMOUNT
111-06307	500-Sales Marketing	Brochure	05.05.2011	2,000.00	Each	3,250.00	6,500,000.00

SPECIAL INSTRUCTION :

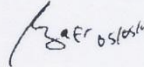
PURCHASE AMOUNT	6,500,000.00
TOTAL DISCOUNT	0.00
VAT 10 %	0.00
TOTAL AMOUNT	6,500,000.00
PAID TODAY	
BALANCE DUE	

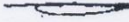
**NOTE :**

1. Incoming goods should be accompanied with Sedona's PO, Original Invoice & faktur Pajak stamped and signed.
2. Goods delivered will be reject if condition and specification are not accordance with Sedona's PO.
3. Goods should be delivered at the date appointed in PO. The full amount of order sum as stated above shall not mitigate or override the buyer's entitlement to deduct liquidated damages from amount due from the buyer to supplier.

Prepared  
  
 (Purchasing Dept)

Approved by,

  
 (Financial Controller)

  
 (General Manager)



Hotel Sedona

PURCHASE ORDER

Atlas Design

PO NO : PO201106-00698

PO DATE : 28.06.2011

KLDR, Sedona 054 / 1408

Blindanmanan

Telepon : 0274-882834

Fax : 0274-882833

NO. PO	COST CENTER	ARTICLE/NAME	DELIV/RY DATE	Qty	UNIT	PRICE/UNIT	AMOUNT
1687	613 Comm Store	Luggage Tag	30.06.2011	1,000.00	Each	988.25	1,128,250.00
0883	603-General Store	Welcome Mat Holder	29.06.2011	5,000.00	Each	750.00	3,750,000.00

GEN. INSTRUCTION :

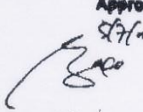
1880 pcs

PURCHASE AMOUNT	5,500,000.00
VAT 10 %	0.00
TOTAL AMOUNT	5,500,000.00
PAID TODAY	
BALANCE DUE	

NOTE :

Shipping goods should be accompanied with Sedona's PO; Original Invoice & Faktur Pajak stamped and signed. Goods delivered will be reject if condition and specification are not accordance with Sedona's PO. Goods should be delivered at the date specified in PO. The full amount of order sum as stated above shall not mitigate or override the buyer's agreement to deduct liquidated damages from amount due from the buyer to supplier.

Prepared  
  
 PURCHASING SECTION  
 (Purchasing Dept)

Approved by,  
  
 (Financial Controller)

  
 (General Manager)



FROM : PURI ARTHA

FAX NO. : 62 274 562765

Jan. 13 2011 03:36PM P1



Jl. Cendrawasih 36, Ph. (0274) 563288, Fax. (0274) 562765  
E-mail: info@puriarthahotel.com Web: www.puriarthahotel.com  
Yogyakarta 55281 - Indonesia

### PURCHASE ORDER

REMARKS

THIS NUMBER MUST APPEAR ON  
INVOICE AND ALL PACKAGES

No. : 03778

Date : 13-01-2011 Dept : ACCOUNTING

ADNOU DS

TERMS OF PAYMENT		TERMS OF DELIVERY	DELIVERY DATE	
QUANTITY	UNIT	DESCRIPTION	UNIT PRICE	AMOUNT
1.000	PCS	ROOM RATE DESAIN BARU 2011	950	950.000
				950.000

**Terms Conditions**

1. Acceptance of this order is an acceptance of all conditions herein
2. Deliveries will be accepted subject to count, weight, verification and approval
3. Supplier shall take full and on conditional responsibility for delivery date as stipulated herein
4. Delay in delivery will cause the Purchase Order to be cancelled
5. In case of change or alteration a Purchase Amendment form a new Purchase Order will be issued
6. Invoice and delivery note must specify the Purchase Order number
7. Please acknowledge receipt of the Purchase Order and all conditions contained herein
8. Payment shall not constitute an acceptance of the goods nor impair Quality Hotel's right to inspect and approve or any of it's other remedies
9. Original invoice and Quotations must accompany all shipments

FROM : PURI ARTHA

FAX NO. : 62 274 562765

Mar. 09 2011 02:58PM P1



Jl. Cendrawasih 36 Ph. (0274) 562765 Fax (0274) 562765  
E-mail: info@puriarthahotel.com Web: www.puriarthahotel.com  
Yogyakarta 55281 Indonesia

### PURCHASE ORDER

REMARKS

THIS NUMBER MUST APPEAR ON  
INVOICE AND ALL PACKAGES

No. : 03983

Date : 09-03-2011 Dept : ACCOUNTING

ADNOU DS

TERMS OF PAYMENT		TERMS OF DELIVERY	DELIVERY DATE	
QUANTITY	UNIT	DESCRIPTION	UNIT PRICE	AMOUNT
1.000	PCS	BROSUR HOTEL DESIGN BARU	2.700	2.700.000
				2.700.000 ✓

**Terms Conditions :**

1. Acceptance of this order is an acceptance of all conditions herein
2. Deliveries will be accepted subject to count, weight, verification and approval
3. Supplier shall take full and unconditional responsibility for delivery date as stipulated herein
4. Delay in delivery will cause this Purchase Order to be cancelled
5. In case of change or alteration, a Purchase Amendment form a new Purchase Order will be issued
6. Invoice and deliver, note must include the Purchase Order number
7. Please acknowledge receipt of this Purchase Order and all conditions contained herein
8. Payment shall not constitute an acceptance of the goods nor impair Quality Hotel's right to inspect and approve or any of it's other remedies
9. Original invoice - Duplicates must accompany all shipments



Jl. Cendrawasih 36 Ph (0274) 563288 Fax (0274) 562765  
 E-mail: info@puriarthahotel.com Web: www.puriarthahotel.com  
 Yogyakarta 55281 - Indonesia

**PURCHASE ORDER**

REMARKS

**THIS NUMBER MUST APPEAR ON INVOICE AND ALL PACKAGES**

No. : 03990

Date : 10-03-2011 Dept : ACCOUNTING

ADNOU DS

TERMS OF PAYMENT		TERMS OF DELIVERY	DELIVERY DATE	
QUANTITY	UNIT	DESCRIPTION	UNIT PRICE	AMOUNT
1.000	PCS	ROOM RATE	950	950.000
				950.000

**Terms Conditions**

1. Acceptance of this order is an acceptance of all conditions herein
2. Deliveries will be accepted subject to count, weight, verification and approval
3. Supplier shall take full and conditional responsibility for delivery date as stipulated herein
4. Delay in delivery will cause the Purchase Order to be cancelled
5. In case of change or alteration a Purchase Amendment form a new Purchase Order will be issued
6. Invoice and delivery note must show the Purchase Order number
7. Please acknowledge receipt of the Purchase Order and all conditions contained herein
8. Payment shall not constitute an acceptance of the goods nor impair Quality Hotel's right to inspect and approve or any of it's other remedies
9. Original Invoice - Duplicate must accompany all shipments

*[Handwritten signature]*



**PURCHASE ORDER**

000326


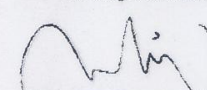
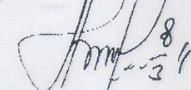
Purchase Order No.
Requisition Order No.
Account No.
These numbers must be shown on all packages, shipping papers, invoices, correspondence, etc.
Purchase Order Date <b>08 MAR 2011</b>

Bill to	PLAZA INN HOTEL KENDARI Jl. ANTAR HABLE NO. 57-59 Tl. 0461 - 3121 333 FAX. 0401 331777
Vendor	AGRA DESIGN 706 YAKARTA Jl. Dr. SUTOMO ST A 11403 Tl. 0274 - 583329 Fax. 0274 - 503986
Ship to	PLAZA INN HOTEL KENDARI

Please supply goods and services described in accordance with condition here on

Item	Qty	Description	Unit Price	Total
1.	2500	GUEST COMPARE KEY CARD	900	2.250.000
2.	2000	THANK YOU ENVELOPE 11 x 25 cm	750	1.500.000
<b>Total</b>				<b>3.750.000</b>

Special instruction  
 Top White - Vendor Yellow - Purchasing Blue - Department Requesting Pink Account Payable

Authorized Signature  
 Purchasing:  Accounting:  General Manager: 

Vendor: Tlp. 0274-582939 Telp. 0274-588983  
ADNAN DESIGN / CEMARA  
Jl. Dr. Sutomo No 4 / 1403  
Tlp. 0274-582939 Fax 0274-588983  
 Ship to: PLAZA INN HOTEL KENDARI

These numbers must be shown on all  
 purchase orders, shipping papers, invoices,  
 bills of lading, etc.

Purchase Order Date  
15/03/2011

Please supply goods and services described in accordance with condition here on

Item	Qty	Description	Unit Price	Total
1.	4000	Brosur Hotel Plaza Inn Kendari	1100	4400.000
		Nb. - DESAIN BROSUR KAMI KIRIM LEVAT E-MAIL - Brosurnya dikirim di dua Tempat, ke Plaza Inn Hotel sejumlah 2000 pcs, dan satunya ke MGM Center <2000 pcs> Jl RS Fatmawati Raya NO.100 F Cilendak, Jakarta Selatan 12430 Tlp 021-75 818 999 Fax 021-766 4933		
			Total	4400.000

Special Instruction

Top White - Vendor, Yellow - Purchasing, Blue - Department Requesting, Pink - Accounting, etc.

Authorized Signature

Purchasing

Accounting

General Manager







No : 05550

Jl. Piere Tendean No. 88 - 89 Boulevard Manado 95114  
 North Sulawesi, Indonesia  
 Telp. (62-431) 8883888, Fax. : (62-431) 8881111

**PURCHASE ORDER**

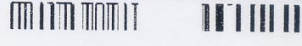
**ADNOU DESIGN**

Jl. Dr. Sutomo GK 4 / 1403 Denpasar  
 Yogyakarta

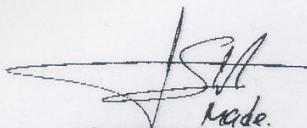
Telp. 0274 - 583939  
 Fax. 0274 - 583983

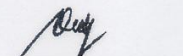
PO NO : 5550  
 Date of Order : 9/5/2011  
 Date of Delivery : 30/5/2011  
 TERM OF PAYMENT : -  
 PR No : 3,784  
 Department :  
 Page : 1

DESCRIPTION	QTY	UNIT	PRICE	AMOUNT
SPECIAL ROOM RITE 550.000	3,000	EA	950	2,850,000.00
MEETING PACKAGE	2,000	EA	950	1,900,000.00
DND SIGN	2,000	EA	1,500	3,000,000.00
TOTAL				7,750,000.00
DISC. 10%				



NOTE :

  
 Purchasing

  
 Accounting

General Manager





No : 05423

Jl. Piere Tendean No. 88 - 89 Boulevard Manado 95114  
 North Sulawesi, Indonesia  
 Telp. (62-431) 8883888, Fax. : (62-431) 8881111

**PURCHASE ORDER**

ADNOU DESIGN  
 JLN. Dr. SUTOMO, GK 4/ 1403  
 DANUKUSUMAN. YOGYAKARTA  
 Telp/HP. 0274 - 583939  
 Fax. 0274 - 583983

PO No. : P110513001  
 Date of Order : 13/05/11  
 Date of Delivery : 30/05/11  
 TERM OF PAYMENT : 30 days  
 PR No. : 3695  
 Department : MMGENERAL STORE  
 Page : 1

DESCRIPTION	QTY	UNIT	PRICE UNIT	AMOUNT	ACCOUNT
logo hotel-GUEST PASSPORT	20,000	PCS	650.00	13,000,000	- -
logo hotel-LUGGAGE TAG	5,000	00EA	350.00	1,750,000	- -
<b>TOTAL Rp</b>				<b>14,750,000</b>	

NOTE :

  
 Purchaser

  
 Supplier

**MERCURE REGENCY HOTEL MAKASSAR**  
 JL. DAENG TOMPO No. 8 Makassar, South Sulawesi 90111  
 Phone +62 411 3650099, Fax +62 411 3650098

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**PURCHASE ORDER**

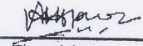
---

Vendor : ADNOUDESIGN  
 Jl. Dr. Sutomo GK 4 / 1403,  
 Yogyakarta  
 Telp. / Fax 0274-583939 / 0274-583983

PO # : PO-1103EMY00074  
 Date : Wednesday 9-Mar-2011  
 Date of Delivery : 09/03/11  
 Term of Payment : 30 DAYS  
 PR. # : 06193  
 Departement :

No.	INVENTORY	QTY UNIT	PRICE	AMOUNT	STORE
01	MPS-0219 - Promotion Card	20.00 Box	45,000.00	900,000.00	1MST
				Gross	900,000.00
				Disc. 0 %	0.00
				Ppn 0 %	0.00
				Freight 0 %	0.00
<b>Grand Total</b>				<b>900,000.00</b>	

  
 General Manager

  
 Financial Manager

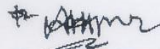
  
 Purchasing

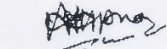
**MERCURE REGENCY HOTEL MAKASSAR**  
 JL. DAENG TOMPO No. 8 Makassar, South Sulawesi 90111  
 Phone +62 411 3650099, Fax +62 411 3650098

**PURCHASE ORDER**

Vendor : ADNOUDESIGN Jl. Dr. Sutomo GK 4 / 1403, Yogyakarta Telp./Fax 0274-583939 / 0274-583983	PO # : PO-1106EMY00163 Date : Tuesday, 28-Jun-2011 Date of Delivery : 28/06/11 Term of Payment : 30 DAYS PR. # : 07104 Departement :
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No	INVENTORY	QTY UNIT	PRICE	AMOUNT	STORE
01	MPS-0277 - Name Card	1.00 Box	45,000.00	45,000.00	1MST
			Gross	45,000.00	
			Disc 0 %	0.00	
			Ppn 0 %	0.00	
			Freight 0 %	0.00	
			Grand Total	45,000.00	

  
 General Manager

  
 Financial Manager

  
 Purchasing

Pr 1350

Swiss-Belhotel Maleosan Manado

**PURCHASE ORDER**

13525  
NO 13525

PO No. : 13525 / GSBM / 2011  
 Qco. No. : PG 13525 PO No. : 1350  
 PO Date : 26-May-2011 Location : Store General  
 Date Delivered : 20-Jun-2011 Cost Center : General Store Inventory  
 Terms : 90 days after good received note  
 Info 1 : Info 2 : Number

To : A0001K Adnou Design  
 Address : Jln. Dr. Sutomo GN IV 11403 DanauLuzman  
 Jogjakarta  
 Contact : Robert Alvinh Sandi  
 Phone : 0274 - 663839  
 Fax : 0274 - 663863

Part No	Description	Units	Qty	QtyDisc 1 %	Disc 2%	Price	Amount
3010059	Newspaper Bag	Pcs	6000.00	0.00		450.00	2.250.000.00
			5.000			450	2.250.000.00
						Subtotal	2.250.000.00
						Amount Discount	0.00
						Discount %	0.00
						Discount 2 (%)	0.00
						Tax	0.00
						<b>Total</b>	<b>2.250.000.00</b>

\* Please notify us immediately if this order can not be shipped complete on or before: 20 - June - 2011

Prepared by:  
*[Signature]*  
( Purchasing Manager )  
\*\* Original : Supplier

Checked by:  
*[Signature]*  
( Financial Controller )  
\*\* Copy 1 : Receiving

Approved by:  
*[Signature]*  
( General Manager )  
\*\* Copy 2 : Purchasing

Note:

Swiss-Belhotel Maleosan Manado  
Jalan Jendral Sudirman Kav. 35-37 Manado 95122, Indonesia.  
(62-431) 881 000 (62-431) 882 000



PR 1657



**PURCHASE ORDER**

**NO : 11753**

**PO No.** : 11753 / G3BM / 2011  
**Doc. No.** : PO 11753      **PR No.** : Darmayasa  
**PO Date** : 27-Jan-2011      **Location** : Store General  
**Date Delivery** : 25-Feb-2011      **Cost Center** : General Store Inventory  
**Terms** : 30 days, after good received note  
**Info 1** :      **Info 2** : Darmayasa

**To:** A0001f Admou Design  
**Address:** Jln. Dr. Suwono GK IV/1403 Carukuaman  
 Jojakarta  
**Contact:** Robert Aunich Sandy  
**Phone:** 0274 - 833939  
**Fax:** 0274 - 833983

Part No	Description	Unit	Qty	Disc 1 %	Disc 2 %	Price	Amount
0010059	Newspaper Bag	Pos	10,000.00	0.00		450.00	4,500,000.00
<b>Subtotal</b>							<b>4,500,000.00</b>
Amount Discount							0.00
Discount %							0.00
Discount 2 (%)							0.00
Tax							0.00
<b>Total</b>							<b>4,500,000.00</b>

\*\* Please notify us immediately if this order can not be shipped complete on or before : 25 - February - 2011

Prepared by,  
  
 (Purchasing Manager)

Checked by,  
  
 (Asst. Financial Controller)

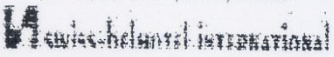
Approved by,  
  
 (Executive Assistant Manager)

Approved by,  
  
 (General Manager)

\*\* Original : Supplier      \*\* Copy 1 : Finance      \*\* Copy 2 : Purchasing      27 - January - 2011 (3:28:19 AM)

Note:

Swiss-Belhotel Manado  
 Jalan Jendral Sudirman Kav. 65-67, Manado 95122, Indonesia.  
 (62-431) 881 000, (62-431) 882 000.



**bp**  
pt. binatara persada

Jalan Raya Manado Bitung  
Watutumou II, Kec. Kalawat  
Minahasa Utara - 95371  
Tlpn.(0431) 870 636 Fax. (0431) 870616

**PURCHASE ORDER**

Kepada Yth :  
ADNOU Desing  
Jl. Dr. Sutomo GK 4/1403, Danukusuman, Yogyakarta  
T : (0274) 583939 F : (0274) 583983  
e-mail : info@adnoudesign.com, www.adnoudesign.com

P.O : 041/BP/III/10  
Ref. No : AND.0246  
Tanggal : 22 maret 2011

NO	Keterangan	Satuan	Jumlah
1	<b>WEBSITE-CMS (Content Management System)</b> <a href="http://www.sutanrajamano.com">www.sutanrajamano.com</a> satu web online dan satu cd master web offline		<b>14.500.000</b>
2	<b>PHOTO SHOOTING 30 shoot/frame</b> SUTANRAJA Manado 30 shoot/frame Narmada Mataram 10 shoot/frame Lampung 10 shoot/frame	500.000	25.000.000
3	<b>Opening sales Kit</b> Fact Sheet @2,000 pcs City Map @1,000 pcs Flyer (cetak per-dua desingn @1000) @2,000 pcs (FLYER PUBLISH ROOM RATE) Sales It Folder @3,000 pcs Map Folder @1,000 pcs Banquet Notepad @10,000 pad	975 1.400 600 2.000 5.150 2.250	1.950.000 1.400.000 1.200.000 6.000.000 5.150.000 22.500.000
4	<b>Identitas Merek Untuk Hotel (Brand Identity untuk Property)</b> Logo Standards (configuration, Size, Grid Logo, Colors, Primary & Secondary Type Face, Correct & Incorrect Logo Usage) Stationery Kit Standards (Brand Stationery (Letterhead, Standard Envelope, Bill Envelope & Business Card), Guest Stationery (Letterhead, Envelope & Note Paper) Businls Stationery (Window Envelope, Fax Paper & Memorandum)) Sales Kit Standards (Rack Card/Flyer, Brochure, Fact Sheet, Poster & Sales Kit Folder) Room Kit Standards (Map Folder, Guest Stationery, City map, TV Channel Guide Cover, Mini Bar Bill Cover, Laundry Bill, Safety Procedures, Fire Exit Plan, Don't Distrub Sing, Tent Card & Amenities Box, Newspaper Bag) F&B Kit Standards (Cake Box Take Away Bag, F&B Guest Comment, Restaurant Menu, BeverageList, Captain Order) Convention Properties (Welcome Bennar, Notepad Convention, Ballpoint & Pencil) Ad Standards ( Corporate Tagline (Usage, Application & Placement) News Paper & Magazine Ad (Destination Ad, Rate Ad, Event Promo Ad : 1, 1/2 & 1/4 page, BW & Color Version) Outdoor Ad (Promotion Billboard, Banner & Giant Benner)) Signage Standards (Outdoor & indoor Sing Board, Brand Billboard, Name Board & Brand/Logo Board) Vehicle Standards (van, Bus & Transit Ad) Merchandising (Coaster, Mouse Pad, Mug, T-Shirt, Hat, Pin, Ballpoint, Sticker)		10.000.000
Term Of Payment			
<ul style="list-style-type: none"> <li>-Uang Muka 30 % pada saat Konfirmasi Order terbit ✓</li> <li>-Pembayaran Ke-II 40 % Setelah pengerjaan selesai (barang sudah terkirim/website sdh online)</li> <li>-Pelunasan 30 % satu bulan setelah pembayaran ke-II</li> </ul>			
Catatan :			
<ul style="list-style-type: none"> <li>- Untuk Website, Waktu Pengerjaan dua minggu</li> <li>- Untuk Photoshoot, akomodasi dan transportasi untuk dua org di tanggung PT. BinataraPersada</li> <li>- Harga opening sales kit belum termasuk biaya kirim</li> </ul>			
Total			<b>87.700.000</b>

PT. BINATARA PERSADA  
Bagian Pembelian/Keuangan

*MERRIKO VINDA MOKOAGOW*  
MERRIKO VINDA MOKOAGOW

