

ACKNOWLEDGEMENT

The researcher would like to give thanks to God, because if not by His grace the researcher would not be able to complete this thesis.

This thesis with the title of “THE IMPACT OF SERVICESCAPE TOWARDS BEHAVIORAL INTENTIONS THROUGH SERVICE QUALITY AND CUSTOMER SATISFACTION IN PIZZA HUT INDONESIA” was made as a partial fulfillment of the academic requirements to obtain the degree of Sarjana Manajemen Strata Satu Universitas Pelita Harapan, Tangerang.

The researcher also acknowledges that without the countless support, prayers and guidance from various parties, this thesis would not have been completed in time. Therefore, the researcher would like to give the utmost gratitude to the people that have helped the researcher in completing this thesis, whom are listed below:

- 1) Dr. (Hon.) Jonathan L. Parapak, M.Eng.Sc., as the Rector.
- 2) Dra. Gracia Shinta S. Ugut, M.B.A., Ph.D, as the Dean of Faculty of Economics and Business.
- 3) Isana S.C. Meranga, S.P., M.M. as the Head of Management.
- 4) Danet Arya Patria, S.E., M.B.A, as the researcher’s Supervisor that had given the time and effort to guide the researcher in completing this thesis.
- 5) Dr. Margaretha Pink Berlianto SE., M.M, Ak., CA, as the Academic Advisor of the researcher.

- 6) All of the lecturers that have taught the researcher during his time studying at Universitas Pelita Harapan.
- 7) All of the Faculty of Economics and Business staffs that have assisted the researcher in administrative activities.
- 8) All of the library staffs that have assisted the researcher during his time studying at Universitas Pelita Harapan.
- 9) Father, Hanoko Tjitrahadi and mother, Srinarti whom have given the researcher countless of support, love and prayers.
- 10) Close friends from school days, William Manggala, Viardi Ongki Jaya, Michael Riandy Setiawan, Elvan Wijaya, Adi Citta Agitsha Justitio, Revata Purnamasari, Indira Prasiddha, Simnisia Julianti, Natalia, Shella Fransisca and Lisa Sanjaya whom have given a lot of support and helped the researcher during his time studying at Universitas Pelita Harapan.
- 11) Close friends from the researcher's first year of college at Universitas Pelita Harapan, Jeremy Owen, Kevin Adipratama, Bonifasius Frederick Luahambowo, Millenianto, Federico Armadeus Gunawan, Renaldi, Jennifer Nadia Koesharjito, Michella Nathania, As Syifa Mujahidah, Sally Marcelina, Natasya Caveliani, Valencia Devi, Tifani and Lensy Gabriilia Mokiwang whom have helped the researcher in starting his college years.
- 12) Classmates from International Business concentration, Michael Yuan, Eka Putra Hendrawan, Bryan Oskar Sarino, Justin Evanson, Angelique Maria Fransisca, Cindy Preissila Nugroho, Sylvia Valencia and Zivandito Aryo

Ghaffari whom have assisted the researcher during his time studying at Universitas Pelita Harapan.

13) Other parties that can't be named one by one.

Lastly, the researcher realizes that there are still many shortcomings in this thesis. Therefore, any suggestions related to this thesis is very much welcomed. May this thesis bring benefits to all who read it.

Tangerang, November 2020

Gilbert

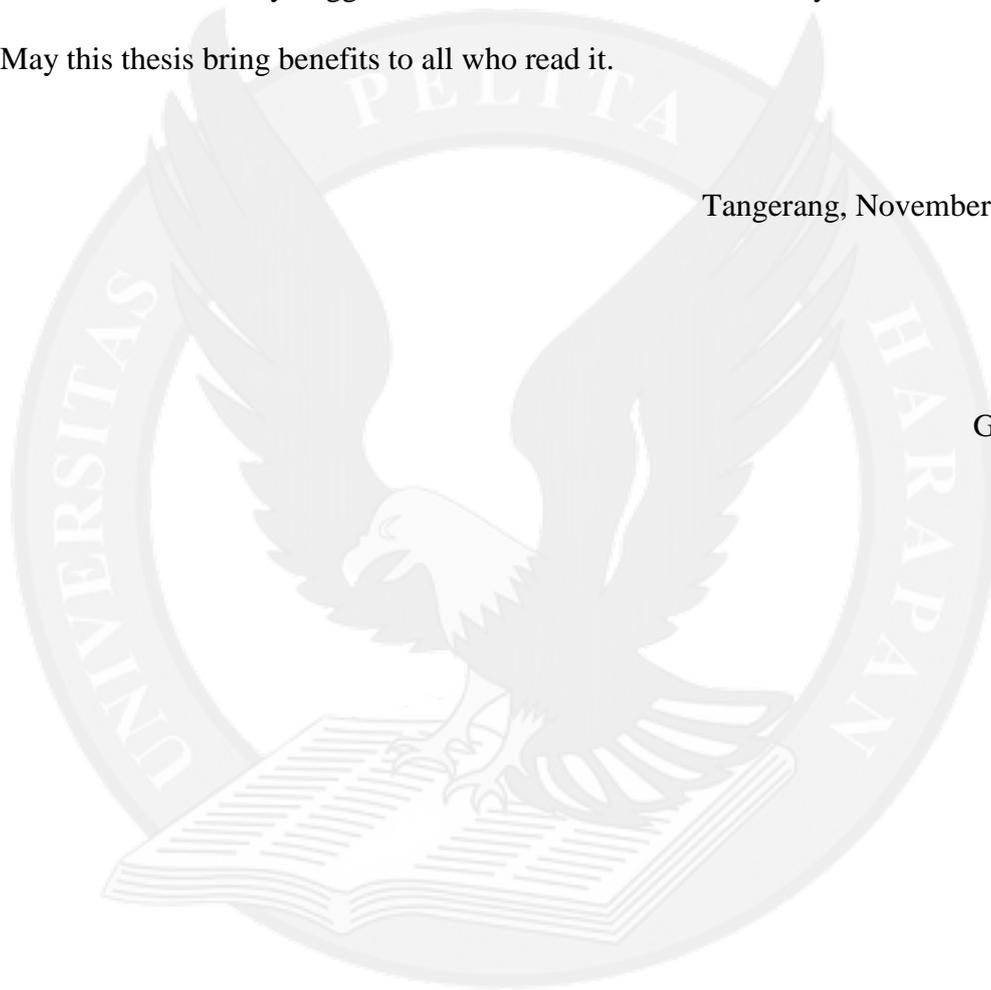


TABLE OF CONTENTS

CHAPTER I INTRODUCTION	1
1.1 Background of The Study.....	1
1.2 Formulation of The Problem	9
1.3 Research Purpose	11
1.4 Research Benefits	12
1.4.1 Theoretical Benefits	12
1.4.2 Practical Benefits	12
1.5 Writing Systematics	13
CHAPTER II LITERATURE REVIEW	15
2.1 Globalization	15
2.1.1 Mode of Entry.....	16
2.1.1.1 Franchising	16
2.2 Variables.....	17
2.2.1 Servicescape.....	17
2.2.2 Service Quality	19
2.2.3 Customer Satisfaction.....	20
2.2.4 Behavioral Intentions.....	20
2.3 Hypotheses	22
2.3.1 Relationship between Servicescape and Behavioral Intentions.....	22
2.3.2 Relationship between Servicescape and Customer Satisfaction.....	23
2.3.3 Relationship between Servicescape and Service Quality	24
2.3.4 Relationship between Service Quality and Customer	
Satisfaction.....	25
2.3.5 Relationship between Service Quality and Behavioral	
Intentions	26
2.3.6 Relationship between Customer Satisfaction and Behavioral	
Intentions	28
2.4 Research Framework.....	29
CHAPTER III RESEARCH METHODS	30
3.1 Research Object.....	30
3.2 Unit of Analysis.....	31
3.3 Type of Research.....	31
3.4 Operationalization of Research Variables.....	32

3.5	Sampling Design	36
3.6	Data-collection Method	37
3.7	Data Analysis Method	38
3.7.1	Validity Test	38
3.7.2	Reliability Test.....	40
3.7.3	Descriptive Statistics.....	41
3.7.4	Partial Least Square-Structural Equation Modelling (PLS-SEM)	41
3.7.5	Outer Model.....	42
3.7.6	Goodness of Fit.....	43
3.7.7	Inner Model.....	44
3.8	Pretest Results	46
CHAPTER IV RESEARCH RESULTS AND DISCUSSION.....		56
4.1	Research Results.....	56
4.1.1	Respondents Profile	56
4.1.2	Research Variables Description.....	63
4.1.2.1	Servicescape Description.....	63
4.1.2.2	Service Quality Description.....	64
4.1.2.3	Customer Satisfaction Description	64
4.1.2.4	Behavioral Intentions Description	65
4.1.3	Research Data Analysis	66
4.1.3.1	Outer Model.....	66
4.1.3.2	Goodness of Fit.....	69
4.1.3.3	Inner Model	69
4.1.3.4	Hypothesis Test	71
4.1.3.4.1	The Effect of Servicescape towards Behavioral Intentions	71
4.1.3.4.2	The Effect of Servicescape towards Customer Satisfaction.....	72
4.1.3.4.3	The Effect of Servicescape towards Service Quality	72
4.1.3.4.4	The Effect of Service Quality towards Customer Satisfaction.....	72
4.1.3.4.5	The Effect of Service Quality towards Behavioral Intentions	73
4.1.3.4.6	The Effect of Customer Satisfaction towards Behavioral Intentions	73

4.2 Discussion	74
CHAPTER V CONCLUSION.....	80
5.1 Conclusion.....	80
5.2 Managerial Implications.....	81
5.3 Suggestion and Research Limitations	83
REFERENCES.....	85
APPENDIX.....	A-1

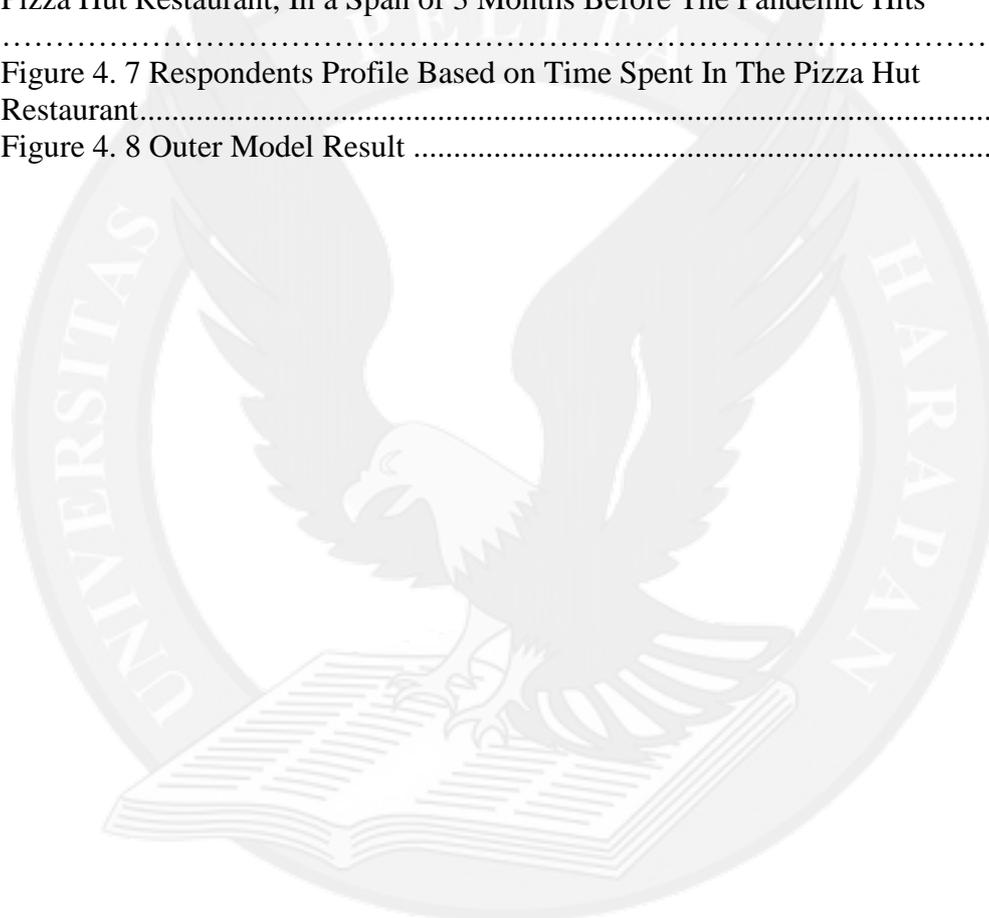


LIST OF TABLES

Table 1. 1 Foodservice Market Structure in Indonesia 2016/2017	1
Table 1. 2 Foodservice Market Structure in Indonesia 2018/2019	2
Table 1. 3 Restaurants Market Share In Indonesia	6
Table 1. 4 Top Brand Index Trend from Phase Two of 2016 to 2020	8
Table 3. 1 Conceptual and Operational Definition	32
Table 3. 2 First Convergent Validity Pretest Results	46
Table 3. 3 Second Convergent Validity Pretest Results	47
Table 3. 4 Third Convergent Validity Pretest Results	48
Table 3. 5 First Fornell-Larcker Criterion Pretest Results (Discriminant Validity)	49
Table 3. 6 Second Fornell-Larcker Criterion Pretest Results (Discriminant Validity)	49
Table 3. 7 Third Fornell-Larcker Criterion Pretest Results (Discriminant Validity)	50
Table 3. 8 First Cross Loadings Pretest Results (Discriminant Validity)	51
Table 3. 9 Second Cross Loadings Pretest Results (Discriminant Validity)	52
Table 3. 10 Third Cross Loadings Pretest Results (Discriminant Validity)	53
Table 3. 11 First Reliability Pretest Result	54
Table 3. 12 Second Reliability Pretest Result	54
Table 3. 13 Third Reliability Pretest Result	55
Table 4. 1 Servicescape Variable Description	63
Table 4. 2 Service Quality Variable Description	64
Table 4. 3 Customer Satisfaction Variable Description	64
Table 4. 4 Behavioral Intentions Variable Description	65
Table 4. 5 Convergent Validity Actual Test Results	66
Table 4. 6 Fornell-Larcker Criterion Actual Results (Discriminant Validity)	67
Table 4. 7 Cross Loadings Results (Discriminant Validity)	67
Table 4. 8 Reliability Test Actual Result	68
Table 4. 9 Goodness of Fit Result	69
Table 4. 10 VIF Result	69
Table 4. 11 R Square Result	70
Table 4. 12 Path Coefficients Result	71

TABLE OF FIGURES

Figure 2. 1 Research Model	29
Figure 4. 1 Respondents Profile Based on Gender	56
Figure 4. 2 Respondents Profile Based on Age.....	57
Figure 4. 3 Respondents Profile Based on Domicile	58
Figure 4. 4 Respondents Profile Based on Occupation.....	59
Figure 4. 5 Respondents Profile Based on Monthly Income	60
Figure 4. 6 Respondents Profile Based on Times Respondent Eat Dine In at The Pizza Hut Restaurant, In a Span of 3 Months Before The Pandemic Hits	61
Figure 4. 7 Respondents Profile Based on Time Spent In The Pizza Hut Restaurant.....	62
Figure 4. 8 Outer Model Result	68



LIST OF APPENDICES

Appendix A Questionnaire.....	A-1
Appendix B Questionnaire Results	B-1
Appendix C Actual Test Results	C-1
Appendix D Tables and Pretest Results	D-1
Appendix E Figures	E-1

