



## **PREFACE**

Praises and expression of gratitude to God for all His blessing and guidance, so that this thesis can be finished well.

The thesis with THE EFFECT OF DINING ATTRIBUTES AND INTERACTION ORIENTATION ON POSITIVE E-WOM AND REPURCHASE INTENTION MEDIATED BY CUSTOMER SATISFACTION ON MODERN FINE DINING RESTAURANT IN SEMINYAK, BALI, INDONESIA as the title is being proposed to achieve and fulfill one of the requirements to get the Master Degree Digital Marketing Management Program in Pelita Harapan Graduate Campus.

During months, without guidance, advices, supports, and prayer from all parts around, the thesis cannot be accomplished at the right time. So that, writer would like to say thank you as great as possible for all parts that already helped a lot during the process of doing the thesis, due to:

1. Dra. Gracia Shinta S. Ugut, M.B.A., Ph.D. as the Dean of Faculty of Economics and Business
2. Dr. Ir. Innocentius Bernarto, M.Si., M.M., M.Si. as the Head of Master of Management Program and thesis advisor
3. Ms. Hannah Achmadi., as my auntie and the Project Development & Assets Management Director, HRD & Scholarship Director YPPH that help me alot in doing campus life in UPH
4. The examiners team



**UNIVERSITAS PELITA HARAPAN**  
**FACULTY OF ECONOMY**

---

5. All lecturers in Pelita Harapan Business School Graduate Campus.
6. All staffs in Pelita Harapan Business School Graduate Campus that helped the writer in the administrative activity.
7. All staffs in Johannes Oentoro Library in Karawaci and Semanggi that helped the writer until graduate from Pelita Harapan Business School Graduate Campus.
8. All batch 76 and 77 classmates for the incredible years in Magister Management program until the thesis are accomplished.
9. For my parents and family especially, my father Muljo Gunawan and my mother Elisna Tarawan and all my big family for the moral support and advices and understanding during my time while processing the thesis.
10. Thank you also for all those who cannot be mentioned one by one that always be ready for helping, supporting and caring to make the thesis successful.

Finally, to realize that there is still imperfection in the Thesis, so that, supporting critics and suggestions will be very useful. Hopefully the Final Project might be giving more benefits to everyone who read it.

Jakarta, 15 May 2019

Christian Ekasetia



**TABLE OF CONTENT**

<b>COVER PAGE</b> .....	i
<b>ORIGINALITY STATEMENT OF THE THESIS</b> .....	ii
<b>THESIS SUPERVISOR’S APPROVAL</b> .....	iii
<b>THESIS EXAMINATION COMMITTEE</b> .....	iv
<b>ABSTRACT</b> .....	v
<b>PREFACE</b> .....	vi
<b>TABLE OF CONTENT</b> .....	viii
<b>LIST OF TABLES</b> .....	xi
<b>LIST OF PICTURES</b> .....	xii
<b>CHAPTER I INTRODUCTION</b> .....	1
1.1. Research Background.....	1
1.2. Problem Statement .....	7
1.3. Research Purpose .....	8
1.4. Research Benefit .....	9
1.5 Research Limitation .....	9
1.6 Systematic Writing.....	10
<b>CHAPTER II LITERATURE REVIEW</b> .....	13
2.1. Tourism, Restaurant, and Food Service .....	13
2.2. Dining Attributes.....	17
2.2.1. Food Quality .....	18
2.2.2. Service Quality.....	21
2.2.3. Physical Quality .....	23
2.3. Food Marketing .....	24
2.4. Services Marketing.....	27
2.5. Interaction Orientation .....	29
2.6. Customer Satisfaction .....	30
2.7. Customer Perceived Value.....	32



2.8. Experiential Marketing.....	34
2.9. Behavioral Intention.....	36
2.10. Repurchase Intention.....	38
2.11. WOM or E-WOM .....	40
2.12. Consumer Behavior.....	42
2.12.1 Consumer Decision Making.....	43
2.13. Previous Research .....	47
2.14. Hypothesis Development .....	50
2.14.1 Relationship Between Dining Attributes Experience And Customer Perceived Value.....	51
2.14.2 Relationship Between Customer Perceived Value And Customer Satisfaction	52
2.14.3 Relationship Between Interaction Orientation And Customer Satisfaction.....	52
2.14.4 Relationship Between Interaction Orientation And Repurchase Intention .....	53
2.14.5 Relationship Between Interaction Orientation And Positive E-WOM .....	54
2.14.6 Relationship Between Customer Satisfaction And Positive E-WOM .....	54
2.14.7 Relationship Between Customer Satisfaction and Repurchase Intention .....	55
2.14.8 Relationship Between Dining Attribute Experience and Positive E-WOM .....	56
2.14.9 Relationship Between Positive E-WOM and Repurchase Intention.....	57
2.15. Research Model.....	58
<b>CHAPTER III METHODOLIGAL RESEARCH .....</b>	<b>59</b>
3.1. Object Research .....	59
3.2. Unit Analysis.....	59
3.3. Type of Research.....	61
3.4. Conceptual and Operational Definition .....	62
3.5. Population and Sample.....	66
3.5.1. Determination of Samples Number.....	68
3.5.2. Measurement Scale of Data .....	69
3.6. Collecting Data Method .....	70
3.7. Data Collection Method .....	71
3.8. Data Analysis Technique .....	72
3.8.1 Pre-test .....	73



3.8.2. Validity Test.....	74
3.8.3. Reliability Test.....	76
3.8.4 Partial Least Square (PLS) Structural Equation Modelling (SEM) Analysis .....	77
<b>CHAPTER IV RESULT AND DISCUSSION.....</b>	<b>80</b>
4.1. Respondent Profile .....	80
4.2. Outer Model .....	81
4.2.1. Convergent Validity for Actual Test.....	82
4.2.2. Discriminant Validity for Actual Test .....	83
4.2.3. Reliability Test for Actual Test.....	83
4.3. Descriptive Statistics .....	84
4.3.1. Dining Attributes .....	85
4.3.2. Interaction Orientation .....	86
4.3.3. Customer Perceived Value.....	87
4.3.4. Customer Satisfaction .....	88
4.3.5. Repurchase Intention .....	89
4.3.6. Positive E-WOM.....	89
4.4. Inner Model.....	90
4.4.1. Multicollinearity Test (VIF).....	90
4.4.2. R-Squares.....	91
4.4.3. Hypothesis Testing.....	92
4.5. Discussion .....	95
<b>CHAPTER V CONCLUSION AND SUGGESTION .....</b>	<b>101</b>
5.1. Conclusion .....	101
5.2. Managerial Implication .....	102
5.3. Research Limitation and Suggestion.....	103

**REFERENCE**

**ATTACHMENT**



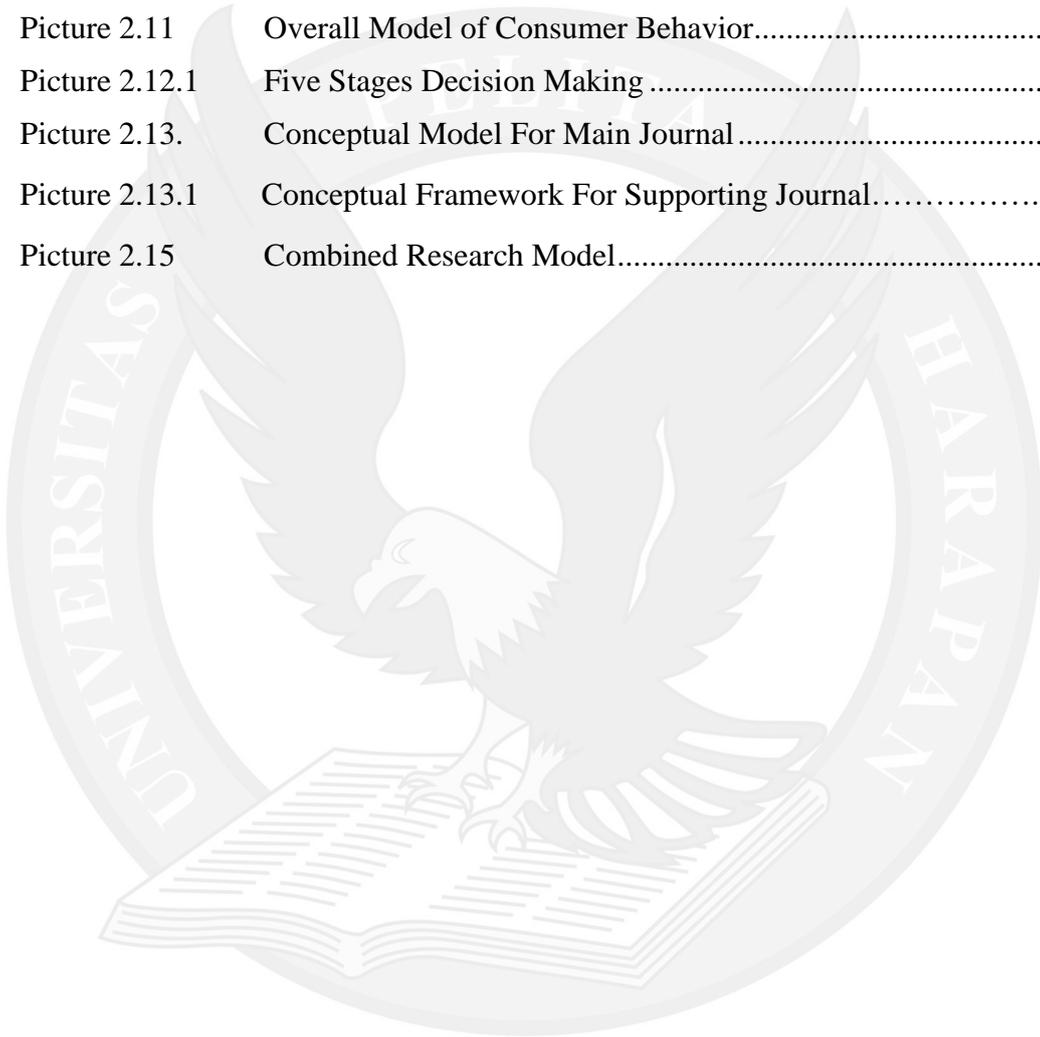
## **LIST OF TABLES**

<b>Number</b>	<b>Table Name</b>	<b>Page</b>
Table 1	Restaurant In Bali By Regency In 2013 - 2017 .....	3
Table 2.1	Summary of Food Quality Dimensions and Comparison from the Past Researches .....	20
Table 2.2.3	Elements of Physical Evidence .....	24
Table 3.4	Conceptual and Operational Definition .....	62
Table 3.8.5	Result of Pre-Test.....	78
Table 4.1	Respondent Profile.....	80
Table 4.2.1	Convergent Validity .....	82
Table 4.2.2	Discriminant Validity for Actual Test .....	83
Table 4.2.3	Reliability Test for Actual Test.....	84
Table 4.3	Rounding off score.....	85
Table 4.3.1	Descriptive Statistics For Variable Dining Attributes .....	85
Table 4.3.2	Descriptive Statistics For Variable Interaction Orientation .....	86
Table 4.3.3	Descriptive Statistics For Variable Customer Perceived Value.....	87
Table 4.3.4	Descriptive Statistics For Variable Customer Satisfaction .....	88
Table 4.3.5	Descriptive Statistics For Variable Repurchase Intention .....	89
Table 4.3.6	Descriptive Statistics For Variable Positive E-WOM.....	89
Table 4.4.1	VIF Score .....	91
Table 4.4.2	R-Squares .....	92
Table 4.4.3	Hypothesis Testing.....	93



**LIST OF PICTURES**

<b>Number</b>	<b>Picture List</b>	<b>Page</b>
Picture 1	M Restaurant Online Review .....	5
Picture 2	S Restaurant Online Review .....	6
Picture 2.3	The Consumer Exchange Process.....	25
Picture 2.11	Overall Model of Consumer Behavior.....	42
Picture 2.12.1	Five Stages Decision Making .....	47
Picture 2.13.	Conceptual Model For Main Journal.....	48
Picture 2.13.1	Conceptual Framework For Supporting Journal.....	50
Picture 2.15	Combined Research Model.....	58





## **LIST OF ATTACHMENTS**

ATTACHMENT A. RESEARCH QUESTIONNAIRE (PRE-TEST)

ATTACHMENT B. PRE-TEST RESULT (40 Samples)

ATTACHMENT C. RESEARCH QUESTIONNAIRE (ACTUAL)

ATTACHMENT D. ACTUAL RESULT (300 Samples)

ATTACHMENT E. DESCRIPTIVES RESULTS AND FREQUENCIES  
VARIABLE (ACTUAL)

ATTACHMENT F. MAIN GUIDE JOURNAL

