

TABLE OF CONTENTS

COVER PAGE

TITLE PAGE

DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD

AGREEMENT ii

APPROVAL PAGE BY FINAL PAPER ADVISOR iv

APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....v

ABSTRACT vi

ABSTRAK vii

PREFACE viii

TABLE OF CONTENTSx

LIST OF FIGURES xvi

LIST OF TABLES xvii

LIST OF APPENDICES xviii

CHAPTER I INTRODUCTION

1.1 Background of the Study 1

1.2 Problem Limitation 8

1.3 Problem Formulation 8

1.4 Objective of the Research 9

1.5 Benefit of the Research 9

1.5.1	Theoretical Benefit	9
1.5.2	Practical Benefit	10

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS

DEVELOPMENT

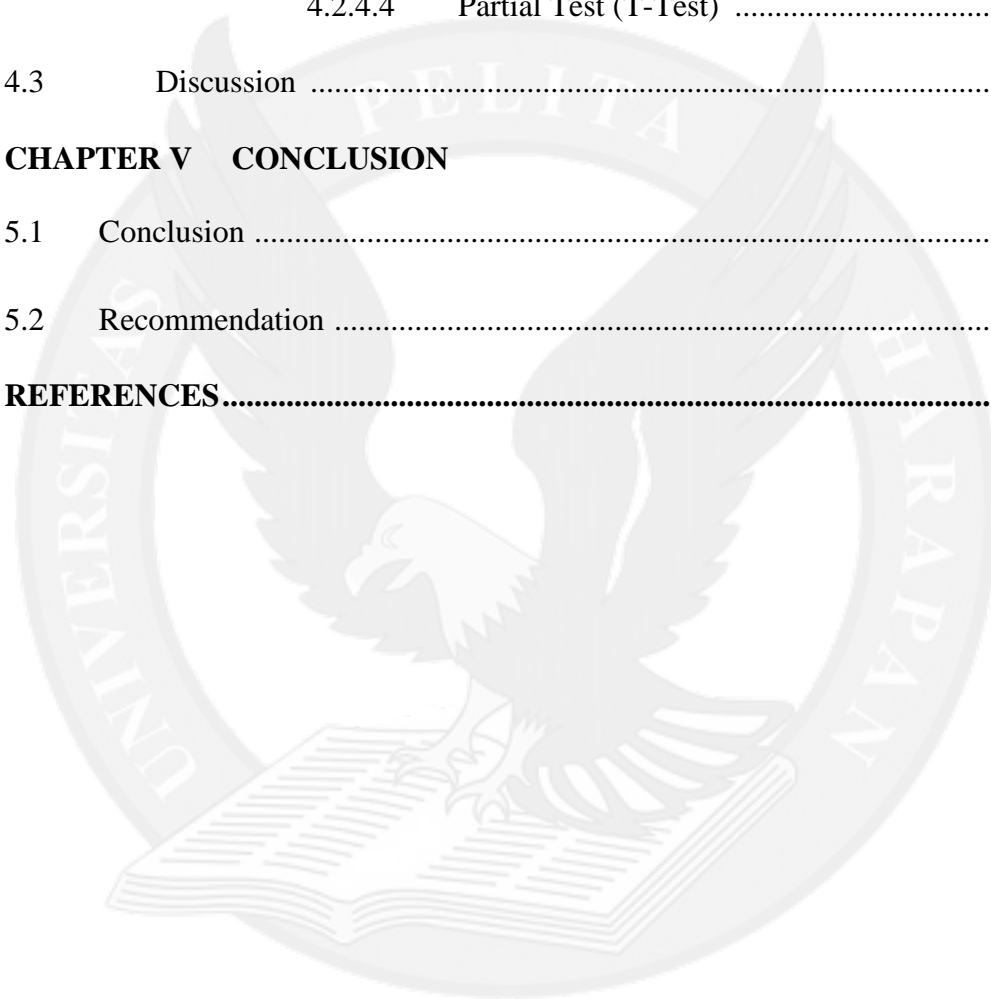
2.1	Literature Review	11
2.1.1	Hospitality Management	11
2.1.1.1	Definition	11
2.1.1.2	Characteristic	12
2.1.2	Restaurant	14
2.1.2.1	Definition	14
2.1.2.2	Types of Restaurants	15
2.1.3	Customer Perceived Value	17
2.1.3.1	Definition	17
2.1.3.2	Determinants of Customer Perceived Value	18
2.1.3.3	Dimensions of Customer Perceived Value	19
2.1.3.4	Types of Customer Perceived Value	20
2.1.3.5	Indicators of Customer Perceived Value	21
2.1.4	Customer Satisfaction	22
2.1.4.1	Definition	22
2.1.4.2	Characteristic of Satisfied Customers	23
2.1.4.3	Advantages of Satisfied Customers	24

2.1.4.4	Types of Customer Satisfaction	25
2.1.4.5	Indicators of Customer Satisfaction	26
2.1.5	Customer Revisit Intention	27
2.1.5.1	Definition	27
2.1.5.2	Attributes of Customer Revisit Intention	28
2.1.5.3	Indicators of Customer Revisit Intention	30
2.2	Previous Research	32
2.3	Hypothesis Development	34
2.4	Research Model	35
2.5	Framework of Thinking	36
 CHAPTER III RESEARCH METHODOLOGY		
3.1	Research Design	37
3.2	Population and Sample	38
3.3	Data Collection Method	42
3.4	Operational Variable Definition and Variable Measurement	44
3.5	Data Analysis Method	46
3.5.1	Data Quality Test	47
3.5.2	Descriptive Statistics Analysis	49
3.5.3	Classical Assumption Test	51
3.5.4	Hypothesis Testing	54

CHAPTER IV RESEARCH RESULT AND DISCUSSION

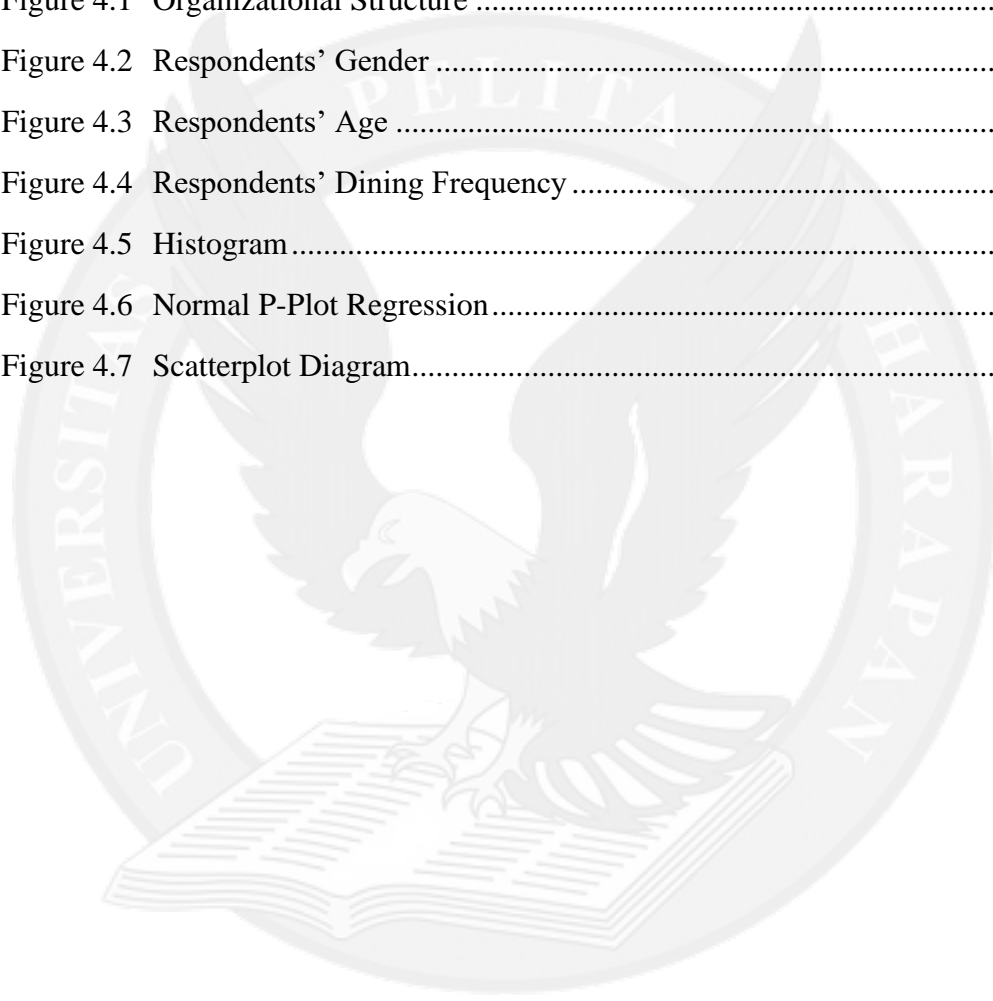
4.1	General View of Good Day Kitchen	58
4.1.1	Brief Profile	58
4.1.2	Customer Profile	59
4.1.3	Mission and Vision	59
4.1.4	Organizational Structure	60
4.1.5	Job Description	61
4.2	Research Result	64
4.2.1	Result of Descriptive Statistics	64
4.2.1.1	Respondents Characteristic	65
4.2.1.2	Respondents Response	67
4.2.1.3	Descriptive Analysis of Variables	70
4.2.1.3.1	Customer Perceived Value	70
4.2.1.3.2	Customer Satisfaction	71
4.2.1.3.3	Customer Revisit Intention	72
4.2.2	Result of Data Quality Test	74
4.2.2.1	Validity Test	74
4.2.2.2	Reliability Test	75
4.2.3	Result of Classical Assumption Test	76
4.2.3.1	Normality Test.....	76
4.2.3.2	Multicollinearity Test	78
4.2.3.3	Heteroscedasticity Test	78

4.2.4	Result of Hypothesis Testing	79
4.2.4.1	Coefficient of Determination	80
4.2.4.2	Multiple Regression Analysis	80
4.2.4.3	Simultaneous Test (F-Test)	81
4.2.4.4	Partial Test (T-Test)	82
4.3	Discussion	83
CHAPTER V CONCLUSION		
5.1	Conclusion	88
5.2	Recommendation	89
REFERENCES.....		93



LIST OF FIGURES

Figure 1.1	Number of Visitors in Good Day Kitchen (2021)	6
Figure 2.1	Research Model	35
Figure 2.2	Framework of Thinking	36
Figure 4.1	Organizational Structure	60
Figure 4.2	Respondents' Gender	65
Figure 4.3	Respondents' Age	66
Figure 4.4	Respondents' Dining Frequency	67
Figure 4.5	Histogram	77
Figure 4.6	Normal P-Plot Regression	77
Figure 4.7	Scatterplot Diagram	79



LIST OF TABLES

Table 1.1	Number of Restaurants in Medan 2016-2018.....	2
Table 1.2	Customer's Review of Good Day Kitchen in Google Review	5
Table 1.3	Number of Visitors in Good Day Kitchen January - June 2021	6
Table 2.1	Previous Research	32
Table 3.1	Green's Formula used in Previous Research	40
Table 3.2	Indicators of Customer Perceived Value (X_1).....	45
Table 3.3	Indicators of Customer Satisfaction (X_2)	45
Table 3.4	Indicators of Customer Revisit Intention (Y).....	45
Table 3.5	Criteria for Variance Influence Factor (VIF)	52
Table 4.1	Respondents' Gender	65
Table 4.2	Respondents' Age	65
Table 4.3	Respondents' Dining Frequency.....	66
Table 4.4	Interval Table for Responses.....	68
Table 4.5	Responses to Customer Perceived Value (X_1)	68
Table 4.6	Responses to Customer Satisfaction (X_2)	69
Table 4.7	Responses to Customer Revisit Intention (Y).....	70
Table 4.8	Distributed Responses to Customer Perceived Value (X_1).....	70
Table 4.9	Distributed Responses to Customer Satisfaction (X_2)	71
Table 4.10	Distributed Responses to Customer Revisit Intention (Y)	73
Table 4.11	Validity Test for Customer Perceived Value	75
Table 4.12	Validity Test for Customer Satisfaction	75
Table 4.13	Validity Test fir Customer Revisit Intention	75
Table 4.14	Reliability Test	75
Table 4.15	Kolmogorov-Smirnov Test Result	76
Table 4.16	Variance Influence Factor and Tolerance Test Result	78
Table 4.17	Glejser Test Result	78

LIST OF APPENDICES

APPENDIX A : QUESTIONNAIRE.....	A-1
APPENDIX B : RESPONDENTS' RESPONSE	H-1
APPENDIX C : SPSS OUTPUT	N-1
APPENDIX D :RESEARCH CONSENT FORM	Z-1

