

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 CONTENTS..... x

LIST OF FIGURES xiii

LIST OF TABLES xiv

LIST OF APPENDICES xvi

CHAPTER I INTRODUCTION

1.1 Background of Study 1

1.2 Problem Limitation..... 8

1.3 Problem formulation..... 8

1.4 Objective of the research 8

1.5 Benefit of the Research 9

1.5.1 Theoretical Benefit..... 9

1.5.2 Practical Benefit..... 9

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS

DEVELOPMENT

2.1 Theoretical Background 9

2.1.1 Hospitality Management 9

2.1.1.1 Definition of Hospitality Management 9

2.1.2 Cafe 11

2.1.2.1 Definition of Cafe..... 11

2.1.3	Product Quality	12
2.1.3.1	Definition of Product.....	12
2.1.3.2	Definition of Product Quality.....	13
2.1.3.3	Indicator of Product Quality.....	15
2.1.4	Service Quality	17
2.1.4.1	Definition of Service	17
2.1.4.2	Definition of Service Quality	19
2.1.4.3	Indicator of Service Quality	20
2.1.5	Customer Satisfaction	22
2.1.5.1	Definition of Customer Satisfaction.....	22
2.1.5.2	Measurement of Customer Satisfaction	24
2.1.5.3	Indicator of Customer Satisfaction	26
2.2	The Relationship Between Product Quality and Service Quality Toward Customer Satisfaction.....	27
2.3	Previous Research	29
2.4	Hypothesis Development	30
2.5	Research Model	31
2.5	Framework of Thinking.....	33

CHAPTER III RESEARCH METHODOLOGY

3.1	Research Design	34
3.2	Population and Sample	35
3.3	Data Collection Method	36
3.4	Operational Variable Definition and Variable Measurement.....	38
3.5	Data Analysis Method	39
3.5.1	Research Instrument Test.....	40
3.5.2	Classical Assumption Test	42
3.5.3	Descriptive Statistic	44
3.5.4	Multiple Linear Regression.....	46
3.5.5	Coefficient of Determination Test	47
3.5.6	Hypothesis Testing.....	47

CHAPTER IV DATA ANALYSIS AND DISCUSSION

4.1	General View of Research Object	49
4.1.1	General View of 38 Coffee Lab	49
4.1.2	Vision and Mission	50
4.1.3	Organizational Structure	51
4.2	Research Result	53
4.2.1	Descriptive statistic	53
4.2.1.1	Respondents Characteristic	53
4.2.1.2	Explanation of Respondents on Research Variables.....	54
4.2.2	Result of Data Quality Testing.....	79
4.2.2.1	Validity Test.....	79
4.2.2.2	Reliability test	82
4.2.2.3	Normality Test	82
4.2.2.4	Multicollinearity Test.....	84
4.2.2.5	Heteroscedasticity Test	85
4.2.2.6	Linearity Test	86
4.2.2.7	Autocorrelation Test.....	87
4.2.3	Result of Hypothesis Testing	88
4.2.3.1	Multiple Regression Analysis	88
4.2.3.2	Coefficient of Determination Test	89
4.2.3.3	Partial Hypothesis Testing (T-Test)	90
4.2.3.4	Simultaneous Hypothesis Testing (F-Test).....	91
4.3	Discussion	92

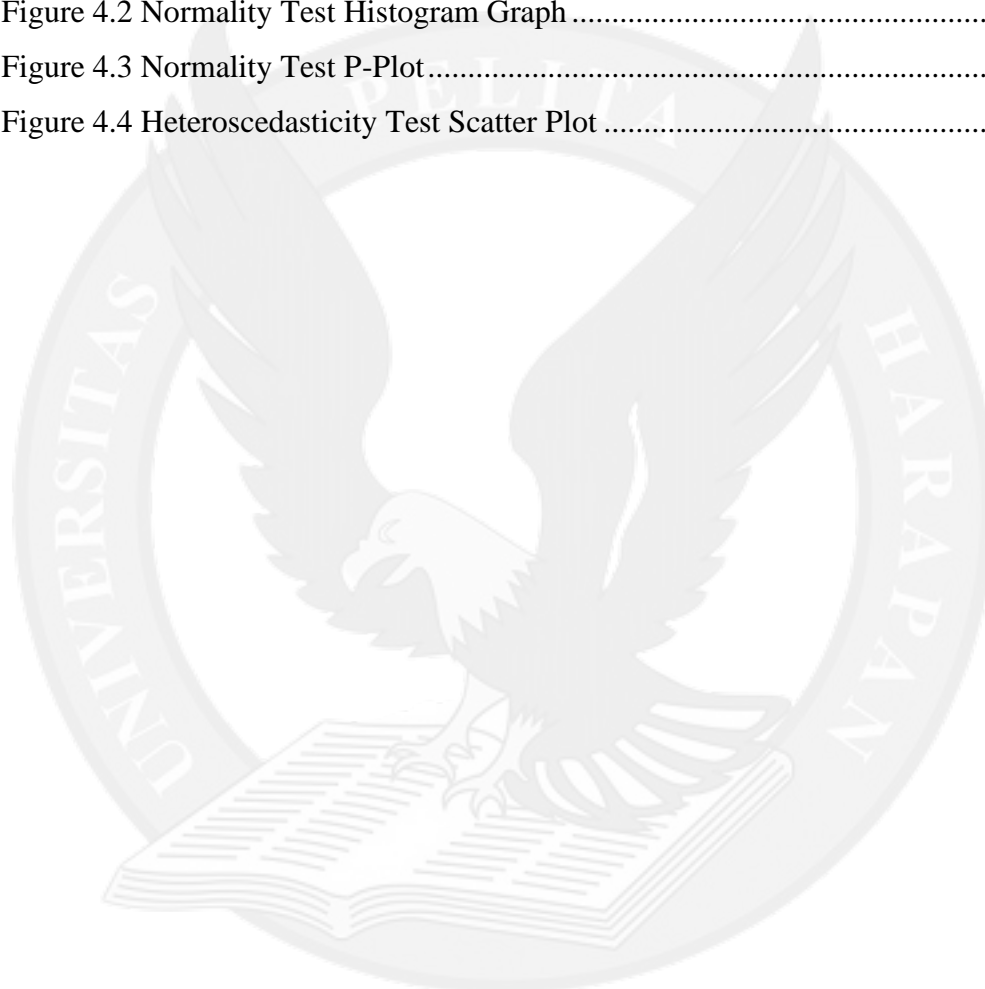
CHAPTER V CONCLUSION

5.1	Conclusion.....	97
5.2	Recommendation.....	98

REFERENCES.....	100
------------------------	------------

LIST OF FIGURES

Figure 1.1 Customers Google Review of 38 Coffee Lab.....	5
Figure 2.1 Research Model	32
Figure 2.2 Framework of Thinking.....	33
Figure 4.1 Organization Structure.....	51
Figure 4.2 Normality Test Histogram Graph	83
Figure 4.3 Normality Test P-Plot.....	84
Figure 4.4 Heteroscedasticity Test Scatter Plot	86



LIST OF TABLES

Table 2.1 Definition of Hospitality	10
Table 2.2 Previous Research	29
Table 3.1 Definition of Operational Variable	39
Table 3.2 Likert Scale	39
Table 4.1 Gender of Respondents	53
Table 4.2 Age of Respondents	54
Table 4.3 Variable X1- Q1	55
Table 4.4 Variable X1 - Q2.....	55
Table 4.5 Variable X1 - Q3:.....	56
Table 4.6 Variable X1 - Q4.....	56
Table 4.7 Variable X1 - Q5.....	57
Table 4.8 Variable X1 - Q6.....	58
Table 4.9 Variable X1 - Q7.....	58
Table 4.10 Variable X1 - Q8.....	59
Table 4.11 Variable X1 - Q9.....	59
Table 4.12 Variable X1 - Q10.....	60
Table 4.13 Variable X1 - Q11.....	60
Table 4.14 Variable X1 - Q12.....	61
Table 4.15 Variable X1 - Q13.....	62
Table 4.16 Variable X1 - Q14.....	62
Table 4.17 Variable X1 – Q15	63
Table 4.18 Variable X1 - Q16.....	63
Table 4.19 Questionnaires Analysis of Product Quality	64
Table 4.20 Variable X2 – Q1	65
Table 4.21 Variable X2 – Q2	66
Table 4.22 Variable X2 – Q3	66
Table 4.23 Variable X2 – Q4	67
Table 4.24 Variable X2 – Q5	67
Table 4.25 Variable X2 – Q6	68

Table 4.26 Variable X2 – Q7	68
Table 4.27 Variable X2 – Q8	69
Table 4.28 Variable X2 – Q9	69
Table 4.29 Variable X2 – Q10	70
Table 4.30 Questionnaires Analysis of Service Quality	71
Table 4.31 Variable Y – Q1	72
Table 4.32 Variable Y – Q2	72
Table 4.33 Variable Y – Q3	73
Table 4.34 Variable Y - Q4.....	73
Table 4.35 Variable Y – Q5	74
Table 4.36 Variable Y – Q6	74
Table 4.37 Questionnaires Analysis of Customer Satisfaction.....	75
Table 4.38 Interval Class of Product Quality.....	76
Table 4.39 Interval Class of Service Quality	77
Table 4.40 Interval Class of Customer Satisfaction.....	78
Table 4.41 Mean, Median and Mode Calculation Statistics	78
Table 4.42 Validity Test of Product Quality	80
Table 4.43 Validity Test of Service Quality	81
Table 4.44 Validity Test of Customer Satisfaction.....	81
Table 4.45 Reliability Test.....	82
Table 4.46 Kolmogrov-Smirnov Normality Test.....	83
Table 4.47 Multicollinearity Test.....	85
Table 4.48 Glesjer Heteroscedasticity Test.....	85
Table 4.49 Linearity Test of Product Quality	87
Table 4.50 Linearity Test of Service Quality	87
Table 4.51 Runs Test of Autocorrelation Test.....	88
Table 4.52 Multiple Linear Regression.....	88
Table 4.53 Coefficient of Determination Test	89
Table 4.54 Partial Hypothesis Testing (T-Test).....	90
Table 4.55 Simultaneous Hypothesis Testing (F-Test).....	91

LIST OF APPENDICES

APPENDIX A : RESEARCH STATEMENT LETTER FROM 38 COFFEE LAB	A-1
APPENDIX B : QUESTIONNAIRE.....	B-1
APPENDIX C : INSTRUMENT TEST DATA OF PRODUCT QUALITY	C-1
APPENDIX D : INSTRUMENT TEST DATA OF SERVICE QUALITY	D-1
APPENDIX E : INSTRUMENT TEST DATA OF CUSTOMER SATISFACTION	E-1
APPENDIX F : INSTRUMENT TEST RESULT OF PRODUCT QUALITY .	F-1
APPENDIX G : INSTRUMENT TEST RESULT OF SERVICE QUALITY ..	G-1
APPENDIX H : INSTRUMENT TEST RESULT OF CUSTOMER SATISFACTION	H-1
APPENDIX I : R TABLE.....	I-1
APPENDIX J : T TABLE.....	J-1
APPENDIX K : F TABLE.....	K-1
APPENDIX L : RESPONDENTS ANSWER OF PRODUCT QUALITY.....	L-1
APPENDIX M : RESPONDENTS ANSWER OF SERVICE QUALITY	M-1
APPENDIX N: RESPONDENTS ANSWER OF CUSTOMER SATISFACTION	N-1