

## TABLE OF CONTENTS

### **COVER PAGE**

<b>FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT .....</b>	<b>ii</b>
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR.....</b>	<b>iii</b>
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE .....</b>	<b>iv</b>
<b>ABSTRACT .....</b>	<b>v</b>
<b>ABSTRAK.....</b>	<b>vi</b>
<b>PREFACE .....</b>	<b>vii</b>
<b>TABLE OF CONTENTS .....</b>	<b>ix</b>
<b>LIST OF TABLES.....</b>	<b>xii</b>
<b>LIST OF FIGURES .....</b>	<b>xiii</b>

### **CHAPTER 1 INTRODUCTION .....**

1.1 Background of study .....	1
1.2 Problem Limitation .....	8
1.3 Problem Formulation.....	9
1.4 Research Objectives .....	9
1.5 Benefit of Study .....	10
1.5.1 Theoretical benefit .....	10
1.5.2 Practical benefit .....	10

### **CHAPTER 2 LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT .....**

2.1 Theoretical Background .....	12
2.1.1 Marketing.....	12
2.1.2 Food and Beverages Industry .....	17
2.1.3 Customers Satisfaction .....	19
2.1.4 Promotion .....	23
2.1.5 Advertising .....	25
2.1.6 Service Quality .....	30
2.1.7 The Effect of Promotion Towards Customer Satisfaction .....	34

2.1.8 The Effect of Service Quality Towards Customer Satisfaction .....	35
2.2 Previous Research .....	37
2.3 Research Design .....	39
2.4 Hypothesis Development .....	39
2.5 Framework of Thinking .....	40
 <b>CHAPTER 3 RESEARCH METODHOLOGY .....</b>	<b>43</b>
3.1 Research Design.....	43
3.2 Population and Sample.....	44
3.2.1 Population .....	44
3.2.2 Sample .....	44
3.3 Data Collecting Method.....	45
3.4 Operational Variable Definition and Variable Measurement .....	47
3.5 Data Analysis Method.....	49
3.5.1 Descriptive Statistical Analysis .....	49
3.5.2 Research Instrument .....	51
3.6 Classical Assumption Test .....	53
3.6.1 Normality Test .....	53
3.6.2 Multicollinearity Test.....	53
3.6.3 Heteroscedasticity test.....	54
3.7 Multiple Regression Analysis .....	54
3.7.1 Coefficient of Determination .....	55
3.7.2 Simultaneous Hypothesis (F Test).....	56
3.7.3 Partial Hypothesis (t Test) .....	56
 <b>CHAPTER 4 DATA ANALYSIS AND DISCUSSION .....</b>	<b>58</b>
4.1 General View of “Research Object” .....	58
4.1.1 Company Background .....	58
4.1.2 Company Vision and Mission .....	58
4.1.3 Organization Structure .....	59
4.2 Data Analysis .....	62
4.2.1 Statistical Method .....	62
4.3 Description of Respondent .....	65

4.4 Descriptive Statistic .....	67
4.5 Classical Assumption Test .....	72
4.5.1 Multiple Linear Regression Analysis .....	77
4.5.2 Result of Hypothesis testing .....	78
4.6 Discussion .....	81
4.6.1 Result Interpretation .....	82
<b>CHAPTER 5 CONCLUSION .....</b>	<b>85</b>
5.1 Conclusion .....	85
5.2 Recommendation .....	86
<b>REFERENCES .....</b>	<b>89</b>
<b>APPENDIX A : RESEARCH QUESTIONNAIRE .....</b>	<b>A-1</b>
<b>APPENDIX B : KUESIONER PENELITIAN.....</b>	<b>B-1</b>
<b>APPENDIX C : DATA OF RESPONDENT ANSWER FROM SERVICE QUALITY .....</b>	<b>C-1</b>
<b>APPENDIX D : DATA OF RESPONDENT ANSWER FROM PROMO- TION.....</b>	<b>D-1</b>
<b>APPENDIX E : DATA OF RESPONDENT ANSWER FROM CUSTOMER SATISFACTION .....</b>	<b>E-1</b>
<b>APPENDIX F: PHOTO OF PONDOK INDAH RESTAURANT.....</b>	<b>F-1</b>
<b>APPENDIX G: LETTER OF PERMISSION TO CONDUCT RESEARCH AT PONDOK INDAH RESTAURANT.....</b>	<b>G-1</b>
<b>APPENDIX H: SPSS OUTPUT.....</b>	<b>H-1</b>

## LIST OF TABLES

Table 1. 1 Customer Review Average in Pondok Indah Restaurant .....	6
Table 2. 1 Previous Researches .....	38
Table 3. 1 Likert Scale .....	46
Table 3. 2 Operational Variables .....	48
Table 4. 1 Validity Testing of Promotion.....	62
Table 4. 2 Validity Testing of Service Quality.....	63
Table 4. 3 Validity Testing of Customer Satisfaction .....	63
Table 4. 4 Reliability Test of Promotion .....	64
Table 4. 5 Reliability Test of Service Quality .....	64
Table 4. 6 Reliability Test of Customer Satisfaction .....	65
Table 4. 7 Respondent Based on Age.....	65
Table 4. 8 Respondent Based on Gender.....	66
Table 4. 9 Respondent Based on Payment System.....	66
Table 4. 10 Interval Class for Promotion and Customer Satisfaction.....	67
Table 4. 11 Interval Class for Service Quality .....	67
Table 4. 12 Mean, Median, Mode, Variance and Standard Deviation Calculation	
Table 4. 13 Mean and Standard Deviation of Promotion .....	70
Table 4. 14 Mean and Standard Deviation of Service Quality .....	70
Table 4. 15 Mean and Standard Deviation of Customer Satisfaction.....	71
Table 4. 16 Normality Test.....	73
Table 4. 17 Heteroscedasticity Result .....	74
Table 4. 18 Multicollinearity Result.....	76
Table 4. 19 Multiple Linear Regression .....	77
Table 4. 20 Coefficient of Determination.....	78
Table 4. 21 t Test Results (Partial) .....	79
Table 4. 22 F Test Results (simultaneous) .....	80

## **LIST OF FIGURES**

Figure 2. 1 Research Design .....	40
Figure 4. 1 Organization Structure.....	60
Figure 4. 2 Normality Test – P-Plot Normality Test .....	74
Figure 4. 3 Heteroscedasticity Test – Scatterplot Chart.....	75

