

TABLE OF CONTENTS

	page
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	xii
LIST OF TABLES	xiii
LIST OF APPENDICES.....	xiv
CHAPTER I INTRODUCTION	
1.1 Background of the Study.....	1
1.2 Problem Limitation	5
1.3 Problem Formulation	6
1.4 Objective of The Research	6
1.5 Benefit of The Research.....	7
1.5.1 Theoretical Benefit	7
1.5.2 Practical Benefit	7
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	
2.1 Theoretical Background	9
2.1.1 Hospitality Management.....	4
2.1.2 Café Industry.....	10

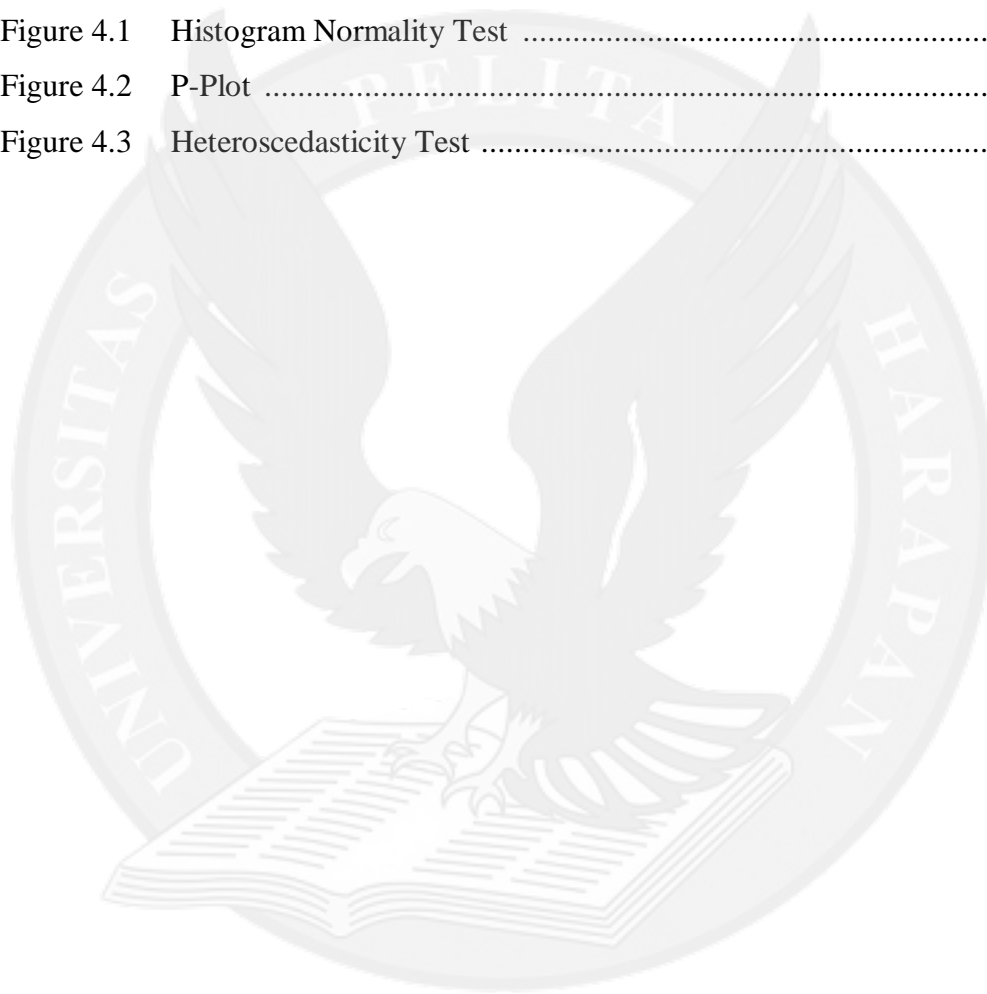
2.1.3	Product Quality in the Food and Beverage Industry	11
2.1.4	Benefit of Product Quality in the Food and Beverage Industry.....	12
2.1.5	Indicator of Product Quality	13
2.1.6	Consumer Satisfaction.....	14
2.1.7	Importance of Consumer Satisfaction	15
2.1.8	Factor Affecting Consumer Satisfaction	16
2.1.9	Indicator of Consumer Satisfaction.....	18
2.1.10	Relation between Product Quality towards Consumer Satisfaction.	18
2.2	Previous Research.....	19
2.3	Hypothesis Development	21
2.4	Research Model	21
2.5	Framework of Thinking	22
 CHAPTER III RESEARCH METHODOLOGY		
3.1	Research Design	23
3.2	Population and Sample.....	24
3.3	Data Collection Method	25
3.4	Operational Variable Definition and Variable Measurement.....	26
3.5	Data Analysis Method	28
3.5.1	Descriptive Statistics	28
3.5.1.1	Mean.....	29
3.5.1.2	Median.....	29
3.5.1.3	Mode.....	29
3.5.2	Validity Test.....	29
3.5.3	Reliability Test.....	30
3.5.4	Normality Test.....	31
3.5.5	Heteroscedasticity Test.....	32
3.5.6	Linearity Test	32
3.5.7	Simple Linear Regression Analysis	33
3.5.8	Coefficient of Determination	33
3.5.9	Hypothesis Test.....	34

CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1	General View of Pilastro Café Medan	35
4.2	Research Result	39
4.2.1	Descriptive Statistic.....	39
4.2.1.1	Mean, Median and Mode.....	39
4.2.1.2	Characteristics Respondents	41
4.2.2	Result of Data Quality Testing.....	53
4.2.2.1	Validity Test.....	53
4.2.2.2	Reliability Test	54
4.2.2.3	Normality Test	55
4.2.2.4	Heteroscedasticity Test.....	58
4.2.2.5	Linearity Test	59
4.2.3	Result of Hypothesis Testing	60
4.2.3.1	Correlation Coefficient	60
4.2.3.2	Simple Linear Regression.....	61
4.2.3.3	Coefficient of Determination	62
4.2.3.4	Hypothesis testing (T-Test)	63
4.3	Discussion	64
 CHAPTER V CONCLUSION		
5.1	Conclusion.....	67
5.2	Recommendation	68
 REFERENCES		70

LIST OF FIGURES

	page
Figure 2.1 Model Research	21
Figure 2.2 Framework of Thinking	22
Figure 3.1 Sampling	21
Figure 4.1 Histogram Normality Test	56
Figure 4.2 P-Plot	57
Figure 4.3 Heteroscedasticity Test	59



LIST OF TABLES

	page
Table 1.1 Data Review about Product Quality at Pilastro is a Problem	4
Table 3.1 Operational Variable	27
Table 3.2 Reliability Test Scales	31
Table 4.1 Interval Table	39
Table 4.2 Descriptive Statistics for Variable X	40
Table 4.3 Descriptive Statistics for Variable Y	40
Table 4.4 Age-Based Responds	41
Table 4.5 Gender-Based Responds	42
Table 4.6 Questionnaire 1	42
Table 4.7 Questionnaire 2	43
Table 4.8 Questionnaire 3	44
Table 4.9 Questionnaire 4	44
Table 4.10 Questionnaire 5	45
Table 4.11 Questionnaire 6	46
Table 4.12 Questionnaire 7	47
Table 4.13 Questionnaire 8	48
Table 4.14 Questionnaire 9	49
Table 4.15 Questionnaire 10	50
Table 4.16 Questionnaire 11	51
Table 4.17 Questionnaire 12	52
Table 4.18 Questionnaire 13	52
Table 4.19 Test Result for the Validity of Product Quality	53
Table 4.20 Test Result for the Validity of Consumer Satisfaction	54
Table 4.21 Test Result for the Reliability of Product Quality	55
Table 4.22 Test Result for the Reliability of Consumer Satisfaction	55

Table 4.23	Kolmogorov Smirnov Normality Test	58
Table 4.24	Linearity Test	60
Table 4.25	Correlation Coefficient	60
Table 4.26	Simple Linear Regression	61
Table 4.27	Determination Test	62
Table 4.28	Partial Test	63



LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRES	A-1
APPENDIX B: TABULATION DATA (PRE TEST)	B-1
APPENDIX C: VALIDITY AND RELIABILITY TEST	C-1
APPENDIX D: SAMPLE DATA.....	D-1
APPENDIX E: OUTPUT SPSS	E-1
APPENDIX F: STATISTIC TABLE.....	F-1
APPENDIX G: ONLINE REVIEW	G-1
APPENDIX H: PILASTRO CAFÉ MEDAN PHOTO	H-1
APPENDIX I: PILASTRO APPROVAL LETTER.....	I-1

