

TABLE OF CONTENTS

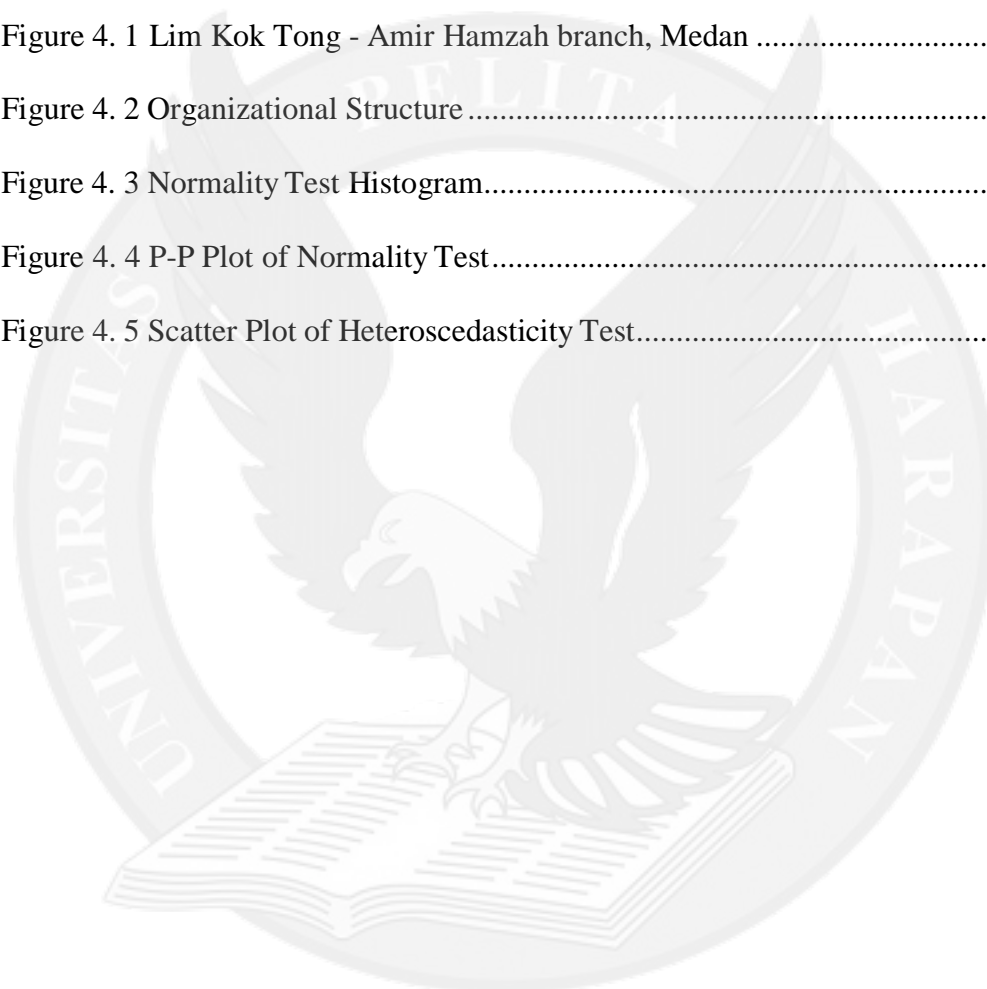
COVER PAGE	
TITLE PAGE	
DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT.....	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR	iv
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE	v
ABSTRACT	vi
ABSTRAK	vii
PREFACE.....	viii
TABLE OF CONTENT	xi
LIST OF FIGURES	xv
LIST OF TABLES	xvi
LIST OF APPENDICES.....	xix
CHAPTER I INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.2 Problem Limitation	11
1.3 Problem Formulation.....	12
1.4 Objective of the Research.....	12
1.5 Benefit of the Research	12
1.5.1 Theoretical Benefit	13
1.5.2 Practical Benefit	13
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	15
2.1 Theoretical Background	15

2.1.1	Hospitality Management.....	15
2.1.2	Servicescape	19
2.1.3	Service Quality	25
2.1.4	Customer Satisfaction.....	31
2.1.5	Effect of Servicescape on Customer Satisfaction.....	37
2.1.6	Effect of Service Quality on Customer Satisfaction.....	37
2.1.7	Effect of Servicescape and Service Quality on Customer Satisfaction.....	38
2.2	Previous Research	39
2.3	Hypothesis Development.....	42
2.3.1	Definition of Hypothesis.....	42
2.3.2	Research Hypothesis.....	43
2.4	Research Model.....	43
2.5	Framework of Thinking.....	45
CHAPTER III RESEARCH METHODOLOGY		46
3.1	Research Design	46
3.2	Population and Sample	47
3.2.1	Population.....	47
3.2.2	Sample	47
3.3	Data Collection Method	48
3.4	Operational Definition and Variable Measurement.....	50
3.5	Data Analysis Method	52
3.5.1	Research Instrument Test	53

3.5.2	Descriptive Statistics	55
3.5.3	Classical Assumption Test	57
3.5.4	Multiple Linear Regression Analysis	59
3.5.5	Hypothesis Testing	60
CHAPTER IV RESEARCH RESULT AND DISCUSSION		63
4.1	General View of Lim Kok Tong –Amir Hamzah Branch, Medan.....	63
4.1.1	Brief Overview	63
4.1.2	Organizational Structure.....	65
4.2	Research Result	69
4.2.1	Result of Research Instrument Test.....	69
4.2.2	Descriptive Statistics	72
4.2.3	Classical Assumption Test	95
4.2.4	Multiple Linear Regression Analysis	99
4.2.5	Hypothesis Testing	100
4.3	Discussion	103
CHAPTER V CONCLUSION		110
5.1	Conclusion.....	110
5.2	Recommendation.....	111
REFERENCES.....		115

LIST OF FIGURES

Figure 1. 1 GDP Growth Rate in the Food and Beverage Industry in Percentage...1	
Figure 1. 2 Coffee Consumption in Indonesia 1990-2020 Period..... 3	3
Figure 1. 3 Chart comparison of Total Sales for 2020 and 2021 6	6
Figure 2. 1 Research Model 44	44
Figure 2. 2 Framework of Thinking 45	45
Figure 4. 1 Lim Kok Tong - Amir Hamzah branch, Medan 63	63
Figure 4. 2 Organizational Structure 65	65
Figure 4. 3 Normality Test Histogram..... 96	96
Figure 4. 4 P-P Plot of Normality Test..... 96	96
Figure 4. 5 Scatter Plot of Heteroscedasticity Test..... 98	98



LIST OF TABLES

Table 1. 1 Total Sales of Lim Kok Tong - Amir Hamzah Branch, Medan	6
Table 1. 2 Servicescape and Service Quality Negative Review	7
Table 3. 1 Likert Scale	51
Table 3. 2 Operational Variable X1 (Servicescape).....	51
Table 3. 3 Operational Variable X2 (Service Quality)	52
Table 3. 4 Operational Variable Y (Customer Satisfaction)	52
Table 3. 5 Validity Test Scales.....	54
Table 4. 1 Validity Test of Servicescape (X1)	70
Table 4. 2 Validity Test of Service Quality (X2)	70
Table 4. 3 Validity Test of Customer Satisfaction (Y).....	71
Table 4. 4 Reliability Test of Servicescape (X1), Service Quality (X2) and Customer Satisfaction (Y).....	71
Table 4. 5 Gender of Respondents	72
Table 4. 6 Age of Respondents	73
Table 4. 7 Income Level of Respondents	74
Table 4. 8 Variable X1 Question 1.1.....	75
Table 4. 9 Variable X1 Question 1.2.....	76
Table 4. 10 Variable X1 Question 1.3.....	76
Table 4. 11 Variable X1 Question 1.4.....	77
Table 4. 12 Variable X1 Question 1.5.....	77
Table 4. 13 Variable X1 Question 1.6.....	78
Table 4. 14 Variable X2 Question 2.1.....	79

Table 4. 15 Variable X2 Question 2.2.....	79
Table 4. 16 Variable X2 Question 2.3.....	80
Table 4. 17 Variable X2 Question 2.4.....	80
Table 4. 18 Variable X2 Question 2.5.....	81
Table 4. 19 Variable X2 Question 2.6.....	81
Table 4. 20 Variable X2 Question 2.7.....	82
Table 4. 21 Variable X2 Question 2.8.....	82
Table 4. 22 Variable X2 Question 2.9.....	83
Table 4. 23 Variable X2 Question 2.10.....	83
Table 4. 24 Variable Y Question 1.....	84
Table 4. 25 Variable Y Question 2.....	85
Table 4. 26 Variable Y Question 3.....	85
Table 4. 27 Variable Y Question 4.....	86
Table 4. 28 Variable Y Question 5.....	86
Table 4. 29 Variable Y Question 6.....	87
Table 4. 30 Interval Class of Mean, Median, Mode and Standard Deviation	88
Table 4. 31 Mean, Median, Mode and Standard Deviation of Servicescape (X1)	88
Table 4. 32 Interval Class of Servicescape.....	90
Table 4. 33 Total Mean, Median, Mode and Standard Deviation of Servicescape Variable.....	90
Table 4. 34 Mean, Median, Mode and Standard Deviation of Service Quality (X2).....	91
Table 4. 35 Interval Class of Services Quality	92

Table 4. 36 Total Mean, Median, Mode and Standard Deviation of Service Quality Variable	92
Table 4. 37 Mean, Median, Mode and Standard Deviation of Customer Satisfaction (Y)	93
Table 4. 38 Interval Class of Customer Satisfaction	94
Table 4. 39 Total Mean, Median, Mode and Standard Deviation of Customer Satisfaction Variable	94
Table 4. 40 Normality Test.....	95
Table 4. 41 Multicollinearity Test	97
Table 4. 42 Heteroscedasticity Test.....	98
Table 4. 43 Multiple Linear Regression Test	99
Table 4. 44 T-test of Servicescape (X1) on Customer Satisfaction (Y)	100
Table 4. 45 T-test of Service Quality (X2) on Customer Satisfaction (Y)	101
Table 4. 46 F-test.....	102
Table 4. 47 Coefficient of Determination (Adjusted R2)	102

LIST OF APPENDICES

Appendix A: Lim Kok Tong -Amir Hamzah Branch, Medan Approval Letter..	A-1
Appendix B: Questionnaires	B-1
Appendix C: Previous Research.....	C-1
Appendix D: Respondents' Answer On Pretest Questionnaire	D-1
Appendix E: Respondents' Answer On Main Test Questionnaire.....	E-1
Appendix F: SPSS Output.....	F-1
Appendix G: T-Test Table	G-1
Appendix H: F-Test Table	H-1
Appendix I: Interview Transcript.....	I-1
Appendix J: Photo Proof Of Interview.....	J-1

