

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	v
ABSTRAK	vi
PREFACE.....	vii
TABLE OF CONTENTS.....	ix
LIST OF FIGURES	xii
LIST OF TABLES	xiii
LIST OF APPENDICES	xv
CHAPTER I INTRODUCTION	
1.1 Background of the Study	1
1.2 Problem Limitation.....	4
1.3 Problem Formulation	4
1.4 Objective of The Research.....	5
1.5 Benefit of The Research	5
1.5.1 Theoretical Benefit	5
1.5.2 Practical Benefit.....	5
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	
2.1 Theoretical Background	6
2.1.1 Hospitality.....	6
2.1.2 Service Quality	7

2.1.2.1	Definition of Service Quality.....	7
2.1.2.2	Factors Affect of Service Quality	9
2.1.2.3	Indicator of Service Quality	12
2.1.3	Customer Satisfaction	13
2.1.3.2	Definition of Customer Satisfaction	13
2.1.3.2	Factors Affect to Customer Satisfaction.....	14
2.1.3.3	Indicator of Customer Satisfaction	15
2.1.4	Relationship Between Service Quality and Customer Satisfaction	16
2.2	Previous Research.....	16
2.3	Hypothesis Development.....	17
2.4	Research Model	18
2.5	Framework of Thinking.....	19

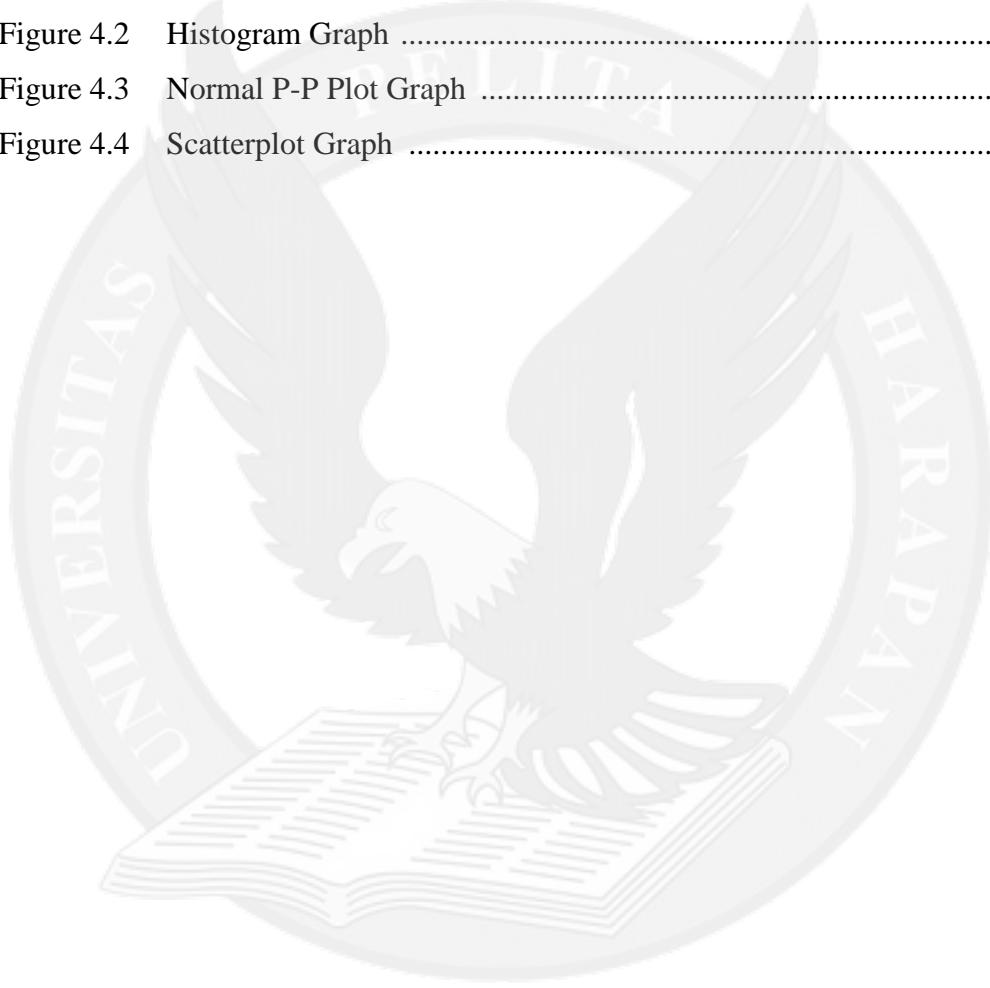
CHAPTER III RESEARCH METHODOLOGY

3.1	Research Design	20
3.2	Population and Sample	21
3.2.1	Population	21
3.2.2	Sample	21
3.3	Data Collection Method.....	22
3.4	Operational Variable Definition and Variable Measurement.....	22
3.5	Data Analysis Method	25
3.5.1	Validity Test	25
3.5.2	Reliability Test.....	26
3.5.3	Descriptive Statistics	26
3.6	Classical Asumption Test	29
3.6.1	Normality Test.....	29
3.6.2	Heterocedasticity Test	30
3.6.3	Linearity Test.....	31
3.7	Multiple Linear Regression	32
3.8	Hyphotesis Test	32

3.8.1 Coefficient of Determination.....	32
3.8.3 T Test.....	33
CHAPTER IV RESEARCH RESULT AND DISCUSSION	
4.1 General View of Research Object	34
4.1.1 General Description of Ta Shanghai	34
4.1.2 Vision and Mission	34
4.2 Research Result	38
4.2.1 Test of Research Instrument	38
4.2.1.1 Validity Test.....	38
4.2.1.2 Reliability Analysis.....	39
4.2.2 Descriptive Statistics.....	40
4.2.2.1 Respondent Charateristics.....	40
4.2.2.2 Explanation of Respondents on Research Variable	41
4.2.2.3 Mean, Median, Mode, and Standard Deviation	46
4.2.3 Result of Data Quality Testing	51
4.2.3.1 Classical Assumption Testing Results	51
4.2.3.2 Simple Linear Regression Analysis	55
4.2.4 Result of Hyphotesis Testing	56
4.2.4.1 Coefficient of Determination	56
4.2.4.2 t test.....	57
4.3 Discussion.....	58
CHAPTER V CONCLUSION	
5.1 Conclusion	61
5.2 Recommendation	62
REFERENCES.....	63

LIST OF FIGURES

	page
Figure 2.1 Research Model	18
Figure 2.2 Framework of Thinking	19
Figure 4.1 Organizational Structure	35
Figure 4.2 Histogram Graph	51
Figure 4.3 Normal P-P Plot Graph	52
Figure 4.4 Scatterplot Graph	54



LIST OF TABLES

	page	
Table 1.1	Complaints from google reviews	3
Table 1.2	Complaint Data from Ta Shanghai in 2021	4
Table 2.1	Benefits of Service Quality	10
Table 2.2	Previous Research	17
Table 3.1	Likert Scale	23
Table 3.2	Indicator of Operational Variable Service Quality	24
Table 3.3	Indicator of Operational Variable Customer Satisfaction.....	24
Table 4.1	Validity Test for Service Quality.....	38
Table 4.2	Validity Test for Customer Satisfaction.....	39
Table 4.3	Reliability Test.....	39
Table 4.4	Charateristics of Respondents Based on Age	40
Table 4.5	Charateristics of Respondents Based on Gender	40
Table 4.6	Frequency of responses for Service Quality	41
Table 4.7	Frequency of responses for Customer Satisfaction.....	44
Table 4.8	Interval Class for Service Quality	47
Table 4.9	Interval Class for Customer Satisfaction	47
Table 4.10	Mean, Median, Mode and Standard Deviation	48
Table 4.11	Mean, Median, Mode and Standard Deviation of Service Quality... <td style="vertical-align: bottom;">49</td>	49
Table 4.12	Mean, Median, Mode and Standard Deviation of Customer Satisfaction.....	50
Table 4.13	One Sample Kolmogorov Smirnov.....	53
Table 4.14	Linearity Test.....	53
Table 4.15	Glejser Test	55
Table 4.16	Linear Regression	56
Table 4.17	Determination Test.....	57
Table 4.18	T Test	57

LIST OF APPENDICES

Appendix A: Questionnaire.....	A-1
Appendix B: Data Tabulation SPSS Output	B-1
Appendix C: Data of Respondent Answer from Questionnaire.....	C-1
Appendix D: Spss Output	D-1
Appendix E: Distribution R Table	E-1
Appendix F: Distribution T Table.....	F-1
Appendix G: Letter	G-1

