

TABLE OF CONTENT

COVER PAGE

TITLE PAGE

DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD

AGREEMENT iii

APPROVAL PAGE BY FINAL PAPER ADVISOR..... iv

APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE..... v

ABSTRACT vi

ABSTRAK.....vii

PREFACEviii

CHAPTER I..... 1

INTRODUCTION 1

1.1 Background of the study..... 1

1.2 Problem limitation 11

1.3 Problem formulation 11

1.4 Objective of research 12

1.5 Benefit of research 12

1.5.1 Theoretical Benefit 12

1.5.2 Practical Benefit 12

CHAPTER II 14

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT 14

2.1 Theoretical Background 14

2.1.1 Definition of Hospitality Management and Tourism Industry..... 14

2.1.2 Food quality..... 17

2.1.3	Atmosphere	21
2.1.4	Customer satisfaction.....	25
2.1.5	The Influence of Food Quality on Customer Satisfaction	30
2.1.6	The influence of Atmosphere on Customer Satisfaction	31
2.1.7	The Influence of Food Quality and Atmosphere on Customer Satisfaction.....	32
2.2	Previous Research.....	34
2.3	Hypothesis Development	40
2.4	Research Model.....	42
2.5	Framework of Thinking	43
CHAPTER III	44
RESEARCH METHODOLOGY	44
3.1	Research Design	44
3.2	Population and Sample.....	46
3.2.1	Population	46
3.2.2	Sample.....	46
3.3	Data Collection Method.....	49
3.4	Operational Definition and Variable Measurement.....	50
3.4.1	Independent Variable	51
3.4.2	Dependent Variable	51
3.5	Data Analysis Method.....	54
3.5.1	Descriptive Statistic Anlysis	54
3.5.2	Research Instrument Test.....	57
3.5.3	Classical Assumption Test	59
3.5.4	Multiple Linear Regression Analysis	61

3.5.5	Determination Test (r^2)	62
3.5.6	Hypothesis Test	63
CHAPTER IV	65
RESEARCH RESULT AND DISCUSSION	65
4.1	General View of “Theme Park and Resort Pantai Cermin”	65
4.1.1	History of Theme Park and Resort Pantai Cermin	65
4.1.2	Vision and Mission	66
4.1.3	Organization Structure	67
4.1.4	Job Description	67
4.2	Research Result and Discussion	72
4.2.1	Research Instrument Test	72
4.2.2	Descriptive Statistic	75
4.2.3	Result of Data Quality Testing	96
4.2.4	Result of Hypothesis Testing	103
4.2.5	Discussion	106
References	113

LIST OF FIGURES

Figure 1.1 Google review of food quality and atmosphere in the Theme Park and Resort Pantai Cermin	6
Figure 1.2 Line chart of the increase and decrease in the number of customers in 2020.....	7
Figure 1.3 Line chart of the increase and decrease in the number of customers in 2020.....	8
Figure 1.4 google form review image of the quality of the food and atmosphere in the Theme Park and Resort Pantai Cermin	9
Figure 2.1 Research Model	42
Figure 2.2 Framework of Thinking.....	43
Figure 4.1 Ogranization Structure of Theme Park and Resort Pantai Cermin	63
Figure 4.2 Histogram of Normality Test.....	96
Figure 4.3 P-Plot of Normality Test	97
Figure 4.4 Scatterplot of Heteroscedasticity	100

LIST OF TABLES

Table 1.1 Customer reviews of food quality and atmosphere towards Theme Park and Resort Pantai Cermin.....	4
Table 1.2 Total of customer 2020.....	7
Table 1.3 Total of customer 2021.....	8
Table 2.1 Previous Research	34
Table 3.1 Questionnaire of Atmosphere Variable	52
Table 3.2 Questionnaire of Food Quality Variable	52
Table 3.3 Questionnaire of Customer Satisfaction Variable.....	53
Table 3.4 Likert Scale	53
Table 4.2 The Result of The Validity Test of The Research Variables ,,,,,,,,,,,,,,,73	
Table 4.3 Reliability Test of Atmosphre (X1)	74
Table 4.4 Reliability Test of Food Quality (X2)	74
Table 4 5 Reliability Test of Customer Satisfaction (Y)	74
Table 4.6 Respondents based on whether you have made transactions.....	75
Table 4.7 Respondents Based on Gender.....	76
Table 4.8 Respondents Based on Age.....	76
Table 4.9 Respondents' Answer on Variable X1-Question1	77
Table 4.10 Respondents' Answer on Variable X1-Question2	78
Table 4.11 Respondents' Answer on Variable X1-Question3	78
Table 4.12 Respondents' Answer on Variable X1-Question4	79
Table 4.13 Respondents' Answer on Variable X1-Question5	79
Table 4.14 Respondents' Answer on Variable X1-Question6	80
Table 4.15 Respondents' Answer on Variable X1-Question7	80
Table 4.16 Respondents' Answer on Variable X1-Question8	81
Table 4.17 Respondents' Answer on Variable X1-Question9	81
Table 4.18 Respondents' Answer on Variable X1-Question10	82
Table 4.19 Questinnaire Analysis of Atmosphere.....	83
Table 4.20 Respondents' Answer on Variable X2-Question1	84

Table 4.21 Respondents' Answer on Variable X2-Question2	84
Table 4.22 Respondents' Answer on Variable X2-Question3	85
Table 4.23 Respondents' Answer on Variable X2-Question4	85
Table 4.24 Respondents' Answer on Variable X2-Question5	86
Table 4.25 Respondents' Answer on Variable X2-Question6	86
Table 4.26 Respondents' Answer on Variable X2-Question7	87
Table 4.27 Respondents' Answer on Variable X2-Question8	87
Table 4.28 Questionnaires Analysis of Food Quality	88
Table 4.29 Respondents' Answer on Variable Y-Question1	89
Table 4.30 Respondents' Answer on Variable Y-Question2	89
Table 4.31 Respondents' Answer on Variable Y-Question3	90
Table 4.32 Respondents' Answer on Variable Y-Question4	90
Table 4.33 Respondents' Answer on Variable Y-Question5	91
Table 4.34 Respondents' Answer on Variable Y-Question6	92
Table 4.35 Questionnaires Analysis of Customer Satisfaction	92
Table 4.36 The Interval Class of Atmosphere.....	93
Table 4.37 The Interval Class of Food Quality	93
Table 4.38 The Interval Class of Customer Satisfaction	94
Table 4.39 Mean, Median, Mode Calculation Statistics	94
Table 4.40 Normality Test	98
Table 4.41 Multicollinearity Test	99
Table 4.42 Glejser Test	100
Table 4.43 Multiple Linear Regression Analysis	102
Table 4.44 Determination Test	103
Table 4.45 T Test Result	104
Table 4.46 F Test Result	105

LIST OF APPENDICES

APPENDIX A : RESEARCH QUESTIONNAIRE (ENGLISH).....	A-1
APPENDIX B : RESEARCH QUESTIONNAIRE (BAHASA)	B-1
APPENDIX C : TABULATION DATA (PRETEST).....	C-1
APPENDIX D : VALIDITY AND REALIBILITY TEST	D-1
APPENDIX E : SAMPLE DATA	E-1
APPENDIX F : OUTPUT SPSS	F-1
APPENDIX G: STATISTIC TABLE	G-1
APPENDIX H: LETTER	H-1

