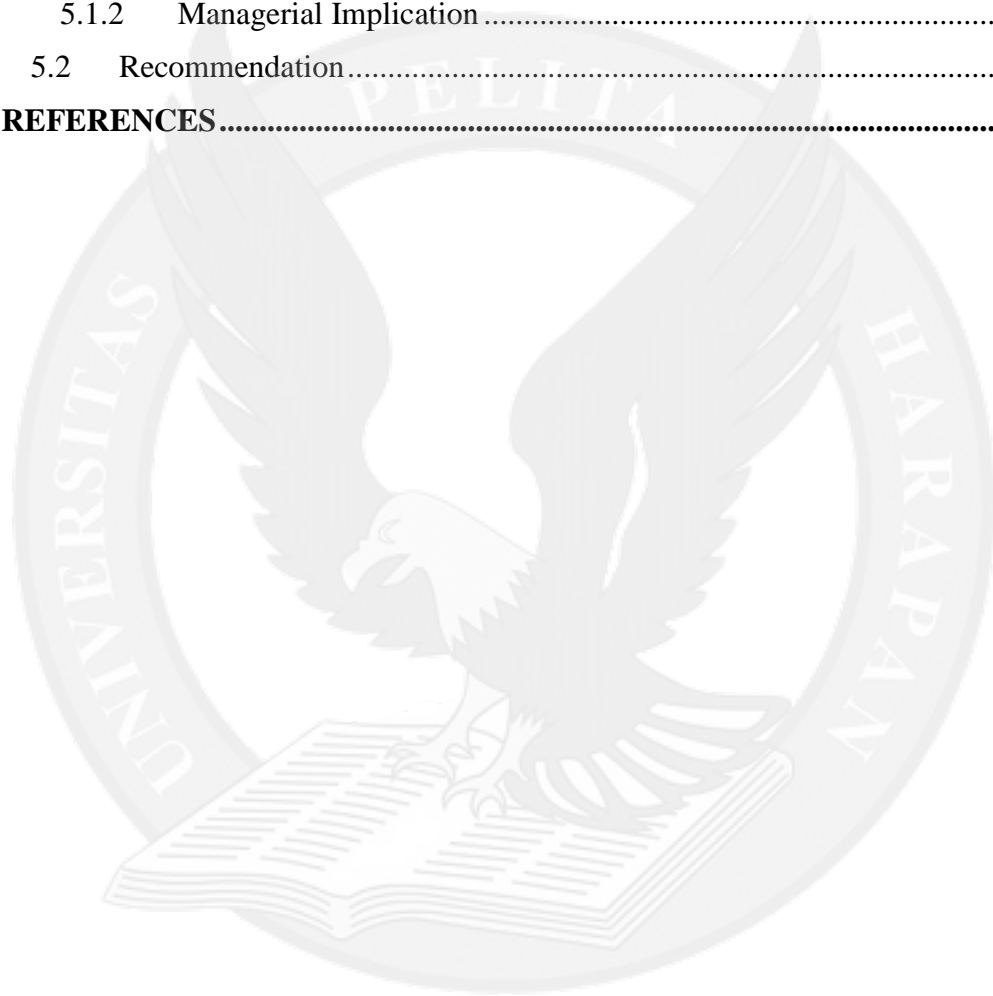


TABLE OF CONTENTS

COVER PAGE	
TITLE PAGE	
DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT	i
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMITTEE.....	iv
ABSTRACT	v
ABSTRAK	vi
PREFACE.....	vii
TABLE OF CONTENTS.....	ix
LIST OF FIGURES	xii
LIST OF TABLES	xiii
LIST OF APPENDICES	xv
CHAPTER I.....	1
1.1 Background of the Study	1
1.2 Problem Limitation.....	15
1.3 Problem Formulation.....	15
1.4 Objective of the Research.....	16
1.5 Benefit of the Research	16
1.5.1 Theoretical Benefit.....	16
1.5.2 Practical Benefit	17
CHAPTER II.....	18
2.1 Theoretical Background	18
2.1.1 Hospitality	18
2.1.2 Restaurant.....	19
2.1.3 Food & Beverage Quality	23
2.1.4 Service Quality.....	27
2.1.5 Place	31
2.1.6 Price.....	35
2.1.7 Customer Satisfaction	39

2.1.8	Repurchase Intention.....	42
2.2	Previous Research	44
2.3	Hypothesis Development	47
2.3.1	The Influence of Food & Beverage Quality on Customer Satisfaction.....	47
2.3.2	The Influence of Service Quality on Customer Satisfaction.....	48
2.3.3	The Influence of Place on Customer Satisfaction	49
2.3.4	The Influence of Price on Customer Satisfaction	50
2.3.5	The Influence of Customer Satisfaction on Repurchase Intention .	50
2.4	Research Model	51
2.5	Framework of Thinking.....	52
CHAPTER III	55
3.1	Research Design	55
3.2	Population and Sample	56
3.3	Data Collection Method	57
3.4	Operational Variable and Variable Measurement	58
3.5	Data Analysis Method	62
3.5.1	Descriptive Statistical Analysis	62
3.5.2	Research Instrument Test.....	63
3.5.3	Classical Assumption Test.....	65
3.5.4	Linear Regression Analysis	67
3.5.5	Determination Test (r^2)	68
3.5.6	Hypothesis Test.....	69
CHAPTER IV	71
4.1	General View of SOHO Capital Medan.....	71
4.1.1	Overview of SOHO Capital Medan	71
4.1.2	Organizational Structure of SOHO Capital Medan	73
4.2	Research Result	80
4.2.1	Descriptive Statistical Analysis	80
4.2.2	Research Instrument Test.....	95
4.2.3	Classical Assumption Test.....	98
4.2.4	Linear Regression Analysis	104

4.2.5	Determination Test.....	107
4.2.6	Hypothesis Test.....	108
4.3	Discussion	111
CHAPTER V		131
5.1	Conclusion.....	131
5.1.1	Conclusion for Research Problem.....	131
5.1.2	Managerial Implication	133
5.2	Recommendation.....	136
REFERENCES.....		138



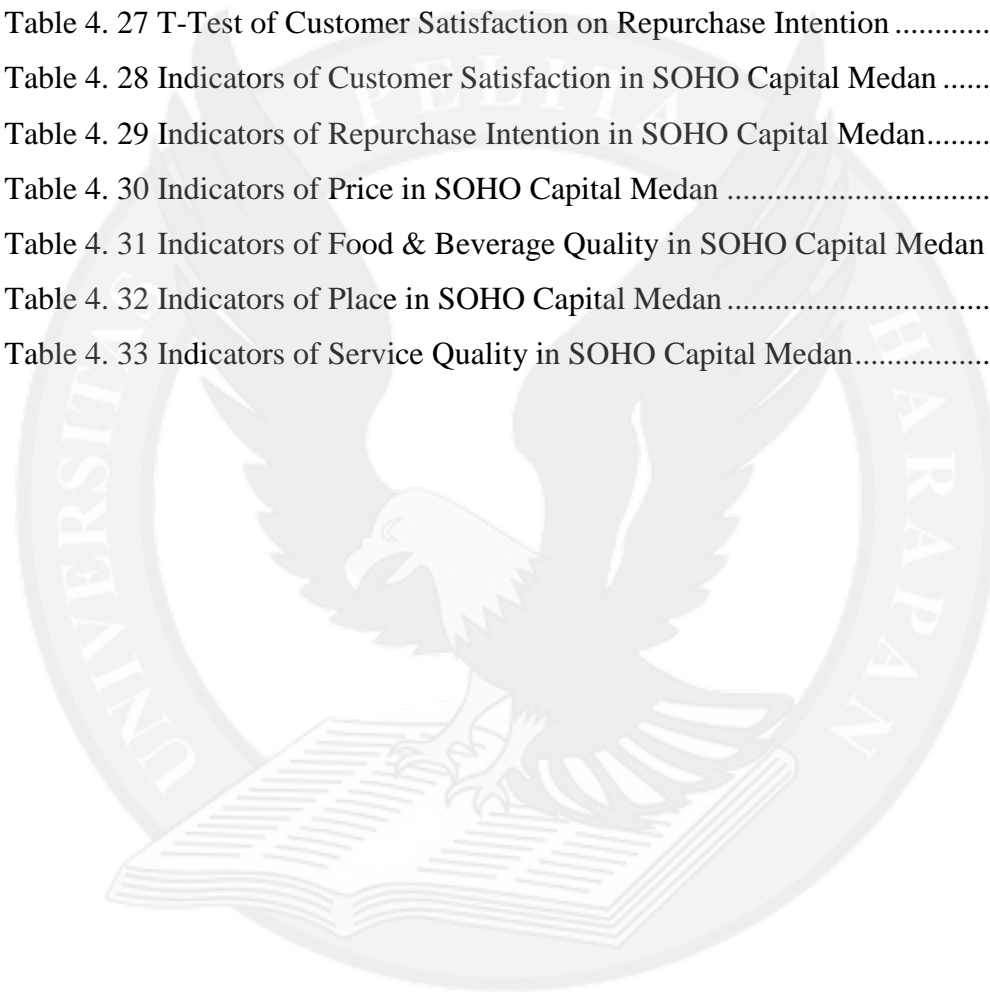
LIST OF FIGURES

Figure 1. 1 Number of Cases per Day (National)	2
Figure 1. 2 Growth of Household Consumption Component	4
Figure 1. 3 SOHO Capital Medan's Atmosphere	5
Figure 1. 4 SOHO Capital Medan Star Rating.....	8
Figure 1. 5 Examples of SOHO Capital Medan's Menu	10
Figure 1. 6 Capital Building.....	12
Figure 1. 7 SOHO Capital Medan Price Range	13
Figure 1. 8 Example of SOHO Capital Medan's Menu Price.....	14
Figure 2. 1 Research Model	52
Figure 2. 2 Framework of Thinking.....	54
Figure 4. 1 Organization Structure.....	73
Figure 4. 2 Normal Probability Plot of Food & Beverage Quality, Service Quality, Place, and Price on Customer Satisfaction.....	98
Figure 4. 3 Normal Probability Plot of Customer Satisfaction on Repurchase Intention.....	99
Figure 4. 4 Histogram of Food & Beverage Quality, Service Quality, Place, and Price on Customer Satisfaction	99
Figure 4. 5 Histogram of Customer Satisfaction on Repurchase Intention	100
Figure 4. 6 Scatterplot of Food & Beverage Quality, Service Quality, Place, and Price on Customer Satisfaction.....	101
Figure 4. 7 Scatterplot of Customer Satisfaction on Repurchase Intention	102

LIST OF TABLES

Table 1. 1 Comparisons of Restaurants.....	6
Table 2. 1 Previous Research	45
Table 3. 1 Operational Variables	59
Table 3. 2 Likert Scale	61
Table 4. 1 Respondent Characteristics of Gender.....	80
Table 4. 2 Respondent Characteristics of Age	80
Table 4. 3 Mean Interval Description	81
Table 4. 4 Descriptive Statistic of Food & Beverage Quality (X1).....	82
Table 4. 5 Descriptive Statistic of Service Quality (X2)	85
Table 4. 6 Descriptive Statistic of Place (X3).....	88
Table 4. 7 Descriptive Statistic of Price (X4)	90
Table 4. 8 Descriptive Statistic of Customer Satisfaction (M)	92
Table 4. 9 Descriptive Statistic of Repurchase Intention (Y)	93
Table 4. 10 Validity Test of Food & Beverage Quality.....	96
Table 4. 11 Validity Test of Service Quality	96
Table 4. 12 Validity Test of Place.....	96
Table 4. 13 Validity Test of Price	97
Table 4. 14 Validity Test of Customer Satisfaction.....	97
Table 4. 15 Validity Test of Repurchase Intention	97
Table 4. 16 Reliability Test Result.....	98
Table 4. 17 Kolmogorov-Smirnov Test Result.....	100
Table 4. 18 Spearman-Rho Test Result	102
Table 4. 19 Linearity Test Result.....	103
Table 4. 20 Multicollinearity Test Result	103
Table 4. 21 Multiple Linear Regression Analysis of Food & Beverage Quality, Service Quality, Place, and Price on Customer Satisfaction.....	104
Table 4. 22 Simple Linear Regression Analysis of Customer Satisfaction on Repurchase Intention.....	106

Table 4. 23 Determination Test on Multiple Linear Regression Equation	107
Table 4. 24 Determination Test on Simple Linear Regression Equation.....	108
Table 4. 25 F-Test of Food & Beverage Quality, Service Quality, Place, and Price on Customer Satisfaction	108
Table 4. 26 T-Test of Food & Beverage Quality, Service Quality, Place, and Price on Customer Satisfaction	109
Table 4. 27 T-Test of Customer Satisfaction on Repurchase Intention	111
Table 4. 28 Indicators of Customer Satisfaction in SOHO Capital Medan	115
Table 4. 29 Indicators of Repurchase Intention in SOHO Capital Medan.....	117
Table 4. 30 Indicators of Price in SOHO Capital Medan	120
Table 4. 31 Indicators of Food & Beverage Quality in SOHO Capital Medan ..	122
Table 4. 32 Indicators of Place in SOHO Capital Medan	124
Table 4. 33 Indicators of Service Quality in SOHO Capital Medan.....	126



LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE.....	A-1
APPENDIX B: DATA OF RESPONDENTS' ANSWER FOR FOOD & BEVERAGE QUALITY.....	B-1
APPENDIX C: DATA OF RESPONDENTS' ANSWER FOR SERVICE QUALITY	C-1
APPENDIX D: DATA OF RESPONDENTS' ANSWER FOR PLACE.....	D-1
APPENDIX E: DATA OF RESPONDENTS' ANSWER FOR PRICE.....	E-1
APPENDIX F: DATA OF RESPONDENTS' ANSWER FOR CUSTOMER SATISFACTION	F-1
APPENDIX G: DATA OF RESPONDENTS' ANSWER FOR REPURCHASE INTENTION	G-1
APPENDIX H: SPSS OUTPUT RESULT FOR VALIDITY TEST.....	H-1
APPENDIX I: SPSS OUTPUT RESULT FOR RELIABILITY TEST	I-1
APPENDIX J: SPSS OUTPUT RESULT FOR NORMALITY TEST	J-1
APPENDIX K: SPSS OUTPUT RESULT FOR HETEROSCEDASTICITY TEST	K-1
APPENDIX L: SPSS OUTPUT RESULT FOR LINEARITY TEST.....	L-1
APPENDIX M: SPSS OUTPUT RESULT FOR MULTICOLLINEARITY TEST	M-1
APPENDIX N: R TABLE	N-1
APPENDIX O: F TABLE.....	F-1
APPENDIX P: T TABLE	P-1
APPENDIX Q: RESEARCH STATEMENT LETTER FROM SOHO CAPITAL MEDAN	Q-1