

TABLE OF CONTENTS

| | |
|--|--------------|
| TITLE PAGE | i |
| DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT | ii |
| APPROVAL PAGE BY FINAL PAPER ADVISOR..... | iii |
| APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE..... | iv |
| ABSTRACT | v |
| ABSTRAK | vi |
| PREFACE..... | vii |
| TABLE OF CONTENTS..... | ix |
| LIST OF FIGURES | xiv |
| LIST OF TABLES | xv |
| LIST OF APPENDICES | xviii |
| CHAPTER I INTRODUCTION..... | 1 |
| 1.1 Background of Study | 1 |
| 1.2 Problem Limitation | 15 |
| 1.3 Problem Formulation | 16 |
| 1.4 Objective of The Research..... | 17 |
| 1.5 Benefit of Research..... | 18 |
| 1.5.1 Theoretical Benefit..... | 18 |
| 1.5.2 Practical Benefit | 18 |
| CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT..... | 20 |
| 2.1 Theoretical Background..... | 20 |

| | | |
|-------|--|----|
| 2.1.1 | Customers Loyalty | 20 |
| 2.1.2 | Customers Positive Emotions..... | 21 |
| 2.1.3 | Food Quality..... | 22 |
| 2.1.4 | Service Quality..... | 23 |
| 2.1.5 | Atmospherics..... | 23 |
| 2.1.6 | Other Customers..... | 25 |
| 2.2 | Previous Research..... | 27 |
| 2.3 | Hypothesis Development..... | 31 |
| 2.3.1 | The Influence of Food Quality on Customers Positive Emotions | 31 |
| 2.3.2 | The Influence of Service Quality on Customers Positive Emotions..... | 32 |
| 2.3.3 | The Influence of Atmospherics on Customers Positive Emotions..... | 32 |
| 2.3.4 | The Influence of Other Customers on Customers Positive Emotions..... | 33 |
| 2.3.5 | The Influence of Customers Positive Emotions on Customers Loyalty. | 34 |
| 2.3.6 | The Influence of Food Quality Toward Customers Loyalty through Customers Positive Emotions | 34 |
| 2.3.7 | The Influence of Service Quality Toward Customers Loyalty through Customers Positive Emotions | 35 |
| 2.3.8 | The Influence of Service Atmospherics Toward Customers Loyalty through Customers Positive Emotion | 35 |
| 2.3.9 | The Influence of Service Quality Toward Other Customers through Customers Positive Emotions | 36 |
| 2.4 | Research Model | 38 |
| 2.5 | Framework of Thinking | 38 |

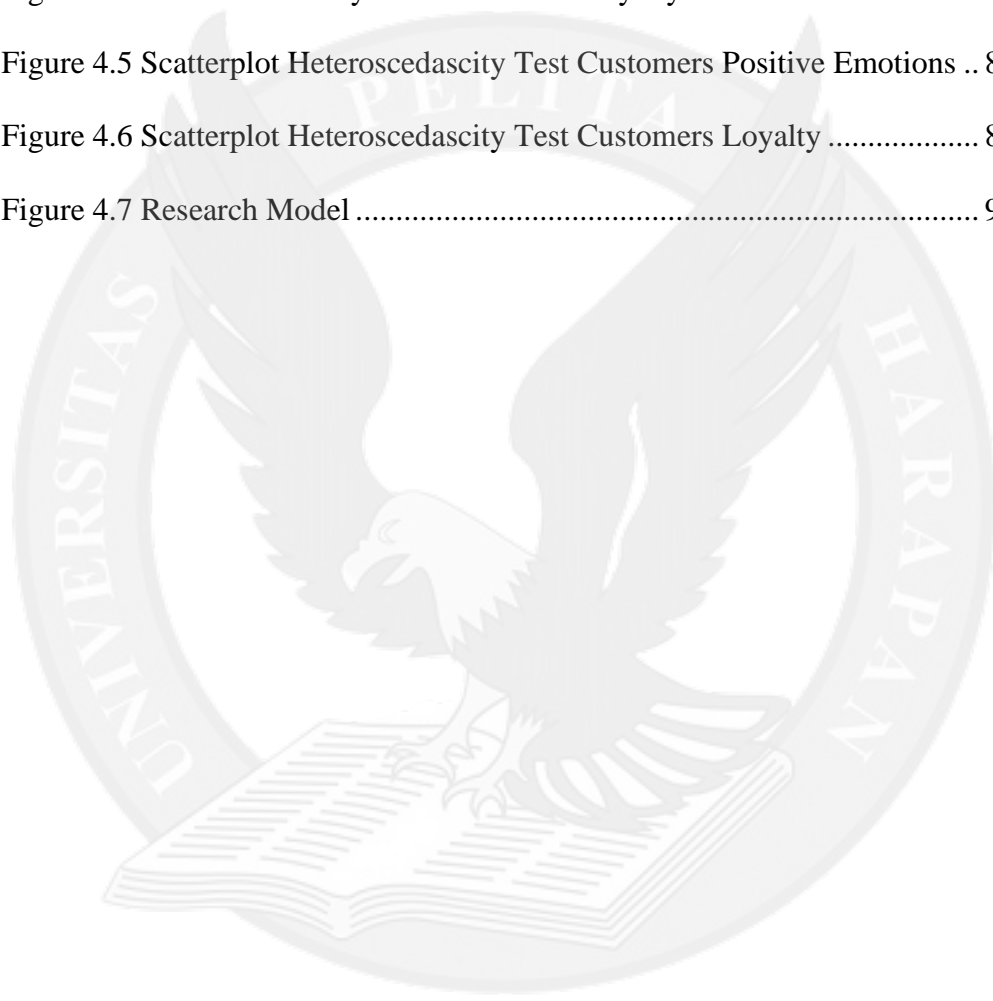
| | |
|---|------------|
| CHAPTER III RESEARCH METHODOLOGY | 40 |
| 3.1 Research Designn..... | 40 |
| 3.2 Population and Sample | 41 |
| 3.3 Data Collecton Method | 42 |
| 3.4 Operational Management..... | 44 |
| 3.5 Data Analysis Method..... | 45 |
| 3.5.1 Instrument Testing | 45 |
| 3.5.2 Classic Assumption Test..... | 45 |
| 3.5.3 Data Analysis | 47 |
| CHAPTER IV RESEARCH RESULT AND DISCUSSION..... | 54 |
| 4.1 General View of KYIV Cafe Binjai..... | 54 |
| 4.2 Pre-Test Research Results..... | 55 |
| 4.2.1 Pre-Test Instrument Testing..... | 55 |
| 4.3 Full Sampling Research Result..... | 57 |
| 4.3.1 Descriptive Statistic..... | 57 |
| 4.3.2 Analysis Descriptive Variable | 69 |
| 4.3.3 Full Sampling Instrument Testing..... | 77 |
| 4.3.4 Classic Assumption Test | 80 |
| 4.3.5 Inferential Statistics..... | 86 |
| 4.3.6 Hypothesis Testing | 90 |
| 4.3.7 Indirect Effect Test..... | 94 |
| 4.4 Discussion | 93 |
| CHAPTER V CONCLUSION, IMPLICATIONS, AND | |
| RECOMMENDATIONS | 114 |
| 5.1 Conclusion | 114 |
| 5.1.1 Conclusion for Hypothesis..... | 115 |
| 5.1.2 Conclusion for Research Problem..... | 122 |

| | |
|--|------------|
| 5.2 Recommendation | 124 |
| 5.2.1 Theoretical Implication | 124 |
| 5.2.2 Managerial Implication | 125 |
| 5.2.3 Recommendation for Future Research..... | 125 |
| REFERENCES | 126 |
| APPENDIX A QUESTIONNAIRE | A-1 |
| APPENDIX B PILOT RESEARCH PRE-TEST | B-1 |
| APPENDIX C PRE-TEST DATA TABULATION..... | C-1 |
| APPENDIX D PRE-TEST DATA QUALITY ANALYSIS USING | |
| SPSS 25.00..... | D-1 |
| APPENDIX E FULL SAMPLING DATA TABULATION | E-1 |
| APPENDIX F DATA CALCULATION RESULT USING | |
| SPSS 25.00..... | F-1 |
| APPENDIX G DATA QUALITY ANALYSIS..... | G-1 |
| APPENDIX H RESEARCH MODEL TESTING | H-1 |
| APPENDIX I HYPOTHESIS ANALYSIS..... | I-1 |
| APPENDIX J INDIRECT EFFECT TEST | J-1 |
| APPENDIX K TURNITIN REPORT..... | K-1 |

LIST OF FIGURES

| | |
|---|----|
| Figure 1.1 The Location of KYIV Cafe Binjai | 3 |
| Figure 1.2 KYIV Cafe Binjai Logo..... | 3 |
| Figure 1.3 KYIV Cafe Binjai Signature Coffee..... | 4 |
| Figure 1.4 KYIV Cafe Binjai Customers' Review on Customers Loyalty | 6 |
| Figure 1.5 KYIV Cafe Binjai Customers Ratings..... | 7 |
| Figure 1.6 KYIV Cafe Binjai Customers' Review on Customers Positive Emotions | 8 |
| Figure 1.7 KYIV Cafe Binjai Stars Ratings..... | 8 |
| Figure 1.8 KYIV Cafe Binjai Customers' Review on Food Quality | 9 |
| Figure 1.9 KYIV Cafe Binjai Service Quality Performance..... | 10 |
| Figure 1.10 KYIV Cafe Binjai Review on Service Quality..... | 11 |
| Figure 1.11 KYIV Cafe Binjai Review on Atmospherics | 12 |
| Figure 1.12 KYIV Cafe Binjai Social Media Post..... | 13 |
| Figure 1.13 KYIV Cafe Binjai Social Media Post..... | 13 |
| Figure 1.14 Pre-Test Respondents Data..... | 14 |
| Figure 1.15 Reasons of Customers Positive Emotions | 14 |
| Figure 2.1 Research Model From Previous Research..... | 28 |
| Figure 2.2 Result of Previous Research | 28 |
| Figure 2.3 Research Model | 29 |
| Figure 2.4 Indirect Effect Test From Previous Research..... | 37 |

| | |
|---|----|
| Figure 2.5 Framework Of Thinking | 37 |
| Figure 4.1 Diagram of Respondents by Age | 59 |
| Figure 4.2 Diagram of Respondents by Gender | 60 |
| Figure 4.3 Plot of Normality Test Customers Positive Emotion | 81 |
| Figure 4.4 Plot of Normality Test Customers Loyalty..... | 81 |
| Figure 4.5 Scatterplot Heteroscedascity Test Customers Positive Emotions .. | 84 |
| Figure 4.6 Scatterplot Heteroscedascity Test Customers Loyalty | 85 |
| Figure 4.7 Research Model | 93 |



LIST OF TABLES

| | |
|--|----|
| Table 1.1 List Of Cafe In Binjai..... | 5 |
| Table 2.1 Comparison of Previous Research | 26 |
| Table 3.1 Questionnaire Design..... | 42 |
| Table 3.2 Definition of Operational Variable | 44 |
| Table 3.3 Correlation Scale..... | 50 |
| Table 3.4 Determination Scale..... | 51 |
| Table 4.1 Pre-Test Validity Test on Food Quality..... | 55 |
| Table 4.2 Pre-Test Validity Test on Service Quality | 55 |
| Table 4.3 Pre-Test Validity Test on Atmospherics..... | 55 |
| Table 4.4 Pre-Test Validity Test on Other Customers..... | 55 |
| Table 4.5 Pre-Test Validity Test on Customers Positive Emotions..... | 56 |
| Table 4.6 Pre-Test Validity Test on Customers Loyalty | 56 |
| Table 4.7 Pre-Test Reliability | 56 |
| Table 4.8 Respondents by Age | 58 |
| Table 4.9 Respondents by Gender | 60 |
| Table 4.10 Degree of Assesment of Each Variable | 61 |
| Table 4.11 Respondents' Responses Towards Food Quality..... | 62 |
| Table 4.12 Respondents' Responses Towards Service Quality | 63 |
| Table 4.13 Respondents' Responses Towards Atmospherics..... | 64 |
| Table 4.14 Respondents' Responses Towards Atmospherics..... | 65 |
| Table 4.15 Respondents' Responses Towards Customers | |

| | |
|--|----|
| Positive Emotions | 67 |
| Table 4.16 Respondents' Responses Towards Customers Loyalty | 68 |
| Table 4.17 Distribution of Respondents' Responses on Food Quality | 69 |
| Table 4.18 Distribution of Respondents' Responses on Service Quality | 70 |
| Table 4.19 Distribution of Respondents' Responses on Atmospherics | 72 |
| Table 4.20 Distribution of Respondents' Responses on Other Customers | 73 |
| Table 4.21 Distribution of Respondents' Responses on Customers | |
| Positive Emotions | 75 |
| Table 4.22 Distribution of Respondents' Responses on | |
| Customers Loyalty | 76 |
| Table 4.23 Full Sampling Validity Test on Food Quality..... | 77 |
| Table 4.24 Full Sampling Validity Test on Service Quality..... | 78 |
| Table 4.25 Full Sampling Validity Test on Atmospherics..... | 78 |
| Table 4.26 Full Sampling Validity Test on Other Customers..... | 78 |
| Table 4.27 Full Sampling Validity Test on | |
| Customers Positive Emotions | 79 |
| Table 4.28 Full Sampling Validity Test on Customers Loyalty | 79 |
| Table 4.29 Full Sampling Reliability Test | 79 |
| Table 4.30 Kolmogorov Smirnov For KYIV Cafe Binjai-One Sample | |
| Kolmogorov Smirnov Test..... | 80 |
| Table 4.31 Linearity Test | 82 |
| Table 4.32 Tolerance Value and VIF | 82 |
| Table 4.33 Spearman Test Correlation..... | 85 |

| | |
|---|-----|
| Table 4.34 Simple Regression Model Testing Result..... | 86 |
| Table 4.35 Multiple Regression Analysis | 87 |
| Tabel 4.36 Coefficient of Determination Output 1 | 89 |
| Table 4.37 Coefficient of Determination Output 2 | 90 |
| Table 4.38 F – Testing Output | 91 |
| Table 4.39 T – Testing Output | 92 |
| Table 4.40 Sobel Test Output | 94 |
| Table 4.41 Validity and Mean Rating of Indicators of Customers Positive Emotion..... | 103 |
| Table 4.42 Validity and Mean Rating of Indicators of S ervice Quality..... | 105 |
| Table 4.43 Validity and Mean Rating of Indicators of Atmospherics | 106 |
| Table 4.44 Validity and Mean Rating of Indicators of Food Quality | 108 |
| Table 4.45 Validity and Mean Rating of Indicators of Other Customers. | 109 |
| Table 4.46 Validity and Mean Rating of Indicators of Customers Loyalty | 111 |
| Table 5.1 Thereotical Implication..... | 124 |
| Table 5.2 Managerial Implementations..... | 128 |

LIST OF APPENDICES

| | |
|---|------------|
| APPENDIX A QUESTIONNAIRE | A-1 |
| APPENDIX B PILOT RESEARCH PRE-TEST | B-1 |
| APPENDIX C PRE-TEST DATA TABULATION | C-1 |
| APPENDIX D PRE-TEST DATA QUALITY ANALYSIS USING SPSS 25.0..... | D-1 |
| APPENDIX E FULL SAMPLING DATA TABULATION..... | E-1 |
| APPENDIX F DATA CALCULATION RESULT USING SPSS 25.00..... | F-1 |
| APPENDIX G DATA QUALITY ANALYSIS..... | G-1 |
| APPENDIX H RESEARCH MODEL TESTING | H-1 |
| APPENDIX I HYPOTHESIS TESTNG | I-1 |
| APPENDIX J INDIRECT EFFECT TEST..... | J-1 |
| APPENDIX K TURNITIN REPORT | K-1 |