

# TABLE OF CONTENTS

page

<b>COVER PAGE</b>	
<b>TITLE PAGE</b>	
<b>DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT .....</b>	<b>ii</b>
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR.....</b>	<b>iv</b>
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....</b>	<b>v</b>
<b>ABSTRACT .....</b>	<b>vi</b>
<b>ABSTRAK .....</b>	<b>vii</b>
<b>PREFACE.....</b>	<b>viii</b>
<b>TABLE OF CONTENTS.....</b>	<b>x</b>
<b>LIST OF FIGURES .....</b>	<b>xiv</b>
<b>LIST OF TABLES .....</b>	<b>xv</b>
<b>LIST OF APPENDICES .....</b>	<b>xviii</b>
<b>CHAPTER 1 .....</b>	<b>1</b>
<b>INTRODUCTION.....</b>	<b>1</b>
<b>1.1 Background of the Study .....</b>	<b>1</b>
<b>1.2 Problem Limitation.....</b>	<b>12</b>
<b>1.3 Problem Formulation .....</b>	<b>13</b>
<b>1.4 Objective of the Research.....</b>	<b>14</b>
<b>1.5 Benefit of The Research.....</b>	<b>15</b>
1.5.1 Theoretical Benefit .....	15
1.5.2 Practical Benefit .....	15
<b>CHAPTER II .....</b>	<b>16</b>
<b>LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT.....</b>	<b>16</b>
<b>2.1 Theoretical Background .....</b>	<b>16</b>
2.1.1 Hospitality .....	16
2.1.1.1 History of Hospitality .....	16

2.1.1.2 Definition of Hospitality .....	18
2.1.2 Food and Beverage Industry.....	19
2.1.2.1 Classification of Restaurant .....	20
2.1.3 Café .....	22
2.1.3.1 Café Definition .....	22
2.1.4. Food Quality.....	23
2.1.4.1 Food Quality Definition .....	23
2.1.4.2 Food Quality Indicator .....	24
2.1.5 Atmosphere .....	26
2.1.5.1 Atmosphere Definition.....	26
2.1.5.2 Atmosphere Indicator .....	28
2.1.6. Customer Satisfaction.....	31
2.1.6.1 Customer Satisfaction Definition .....	31
2.1.6.2 Customer Satisfaction Indicator .....	33
2.1.7 The Importance of Food Quality, Atmosphere toward Customer Satisfaction .....	34
<b>2.2 Previous Research .....</b>	<b>34</b>
<b>2.3 Hypothesis Development .....</b>	<b>36</b>
<b>2.4 Research Model .....</b>	<b>38</b>
<b>2.5 Theoretical Framework .....</b>	<b>39</b>
<b>CHAPTER III .....</b>	<b>40</b>
<b>RESEARCH METHODOLOGY .....</b>	<b>40</b>
<b>3.1 Research Design .....</b>	<b>40</b>
<b>3.2 Population and Sample .....</b>	<b>44</b>
<b>3.3 Data Collection Method .....</b>	<b>46</b>
<b>3.4 Operational Variable Definition and Variable Measurement .....</b>	<b>48</b>
3.5.1 Descriptive Analysis Method .....	50
3.5.2 Research Instrument Test .....	52
3.5.3 Classical Assumption Test .....	55

3.5.4 Multiple Regression Analysis .....	56
3.5.5 Determination Test ( $r^2$ ).....	57
3.5.6 Hypothesis Testing .....	57
<b>CHAPTER IV.....</b>	<b>60</b>
<b>RESEARCH RESULT AND DISCUSSION .....</b>	<b>60</b>
<b>4.1 General View of “Research Object”.....</b>	<b>60</b>
4.1.1 Brief History of Thirteen Eleven Café Medan .....	60
4.1.2 Vision and Mission.....	62
4.1.3 Organizational Structure.....	63
<b>4.2 Research Result .....</b>	<b>66</b>
4.2.1 Descriptive Statistic.....	66
4.2.1.1 Respondent Characteristic.....	66
4.2.1.2 Explanation of Respondent on Research Variables .....	67
4.2.1.3 Mean Median and Mode .....	83
4.2.2 Result of Quality Data Testing.....	87
4.2.2.1 Validity Test.....	87
4.2.2.2 Reliability Test .....	89
4.2.2.3 Normality Test.....	90
4.2.2.4 Multicollinearity Test.....	92
4.2.2.5 Heteroscedasticity Test .....	93
4.2.3 Result of Hypothesis Testing .....	95
4.2.3.1. Multiple Linear Regression Analysis .....	95
4.2.3.2 Coefficient of Determination Test.....	97
4.2.3.4 Partial Hypothesis Testing (T-test) .....	97
4.2.3.4 Simultaneous Hypothesis Testing (F-Test) .....	99
<b>4.3 Discussion.....</b>	<b>100</b>
<b>CHAPTER V .....</b>	<b>105</b>
<b>CONCLUSION.....</b>	<b>105</b>

<b>5.1 Conclusion.....</b>	<b>105</b>
<b>5.2 Recommendation.....</b>	<b>107</b>
<b>References .....</b>	<b>111</b>



## LIST OF FIGURES

	page
Figure 1.1 Thirteen Eleven Café .....	8
Figure 1.2 Google Reviews.....	9
Figure 1.3 Google Reviews.....	9
Figure 2.1 Research Model .....	38
Figure 2.2 Framework of Thinking.....	39
Figure 3.1 Research Model .....	41
Figure 4.1 Organization Structure.....	63
Figure 4.2 Figure Normality Test Histogram.....	91
Figure 4.3 Normality Test P-plot .....	92
Figure 4.4 Heteroscedasticity Scatterplot .....	94

## LIST OF TABLES

Table 1.1 Number of Food & Beverage Establishment in Medan.....	4
Table 1.2 Possible Competitors of T1311 Café Medan .....	7
Table 1.3 T1311 Google Reviews.....	9
Table 2.1 Safe Cooking Temperature .....	26
Table 2.2 Previous Research Table .....	36
Table 3.1 Definition of Operational Variable .....	49
Table 3.2 Likert Scale .....	49
Table 4.1 Characteristic of Respondents by Gender.....	66
Table 4.2 Characteristic of Respondents by Age .....	67
Table 4.3 Pretest Questionnaire Result about Food Quality (X1): Question 1 .....	68
Table 4.4 Pretest Questionnaire Result about Food Quality (X1): Question 2.....	69
Table 4.5 Pretest Questionnaire Result about Food Quality (X1): Question 3.....	69
Table 4.6 Questionnaire Result about Food Quality (X1): Question 4.....	70
Table 4.7 Questionnaire Result about Food Quality (X1): Question 5.....	70
Table 4.8 Pretest Questionnaire Result about Food Quality (X1): Question 6.....	71
Table 4.9 Questionnaire Result about Food Quality (X1): Question 7.....	71
Table 4.10 Questionnaire Result about Food Quality (X1): Question 8.....	72
Table 4.11 Pretest Questionnaire Result about Atmosphere (X2): Question 1 ....	72
Table 4.12 Pretest Questionnaire Result about Atmosphere (X2): Question 2 ....	73
Table 4.13 Pretest Questionnaire Result about Atmosphere (X2): Question 3 ....	73
Table 4.14 Pretest Questionnaire Result about Atmosphere (X2): Question 4 ....	74
Table 4.15 Pretest Questionnaire Result about Atmosphere (X2): Question 5 ....	74
Table 4.16 Pretest Questionnaire Result about Atmosphere (X2): Question 6 ....	75
Table 4.17 Pretest Questionnaire Result about Atmosphere (X2): Question 7 ....	75
Table 4.18 Pretest Questionnaire Result about Atmosphere (X2): Question 8 ....	76
Table 4.19 Questionnaire Result about Atmosphere (X2): Question 9 .....	76
Table 4.20 Pretest Questionnaire Result about Atmosphere (X2): Question 10 ..	77

Table 4.21 Questionnaire Result about Atmosphere (X2): Question 11 .....	77
Table 4.22 Result about Atmosphere (X2): Question 12.....	78
Table 4.23 Result about Atmosphere (X2): Question 13.....	78
Table 4.24 Questionnaire Result about Atmosphere (X2): Question 14 .....	79
Table 4.25 Questionnaire Result about Customer Satisfaction (Y1): Question 1.	79
Table 4.26 Questionnaire Result about Customer Satisfaction (Y1): Question 2.	80
Table 4.27 Pretest Questionnaire Result about Customer Satisfaction (Y1): Question 3 .....	80
Table 4.28 Pretest Questionnaire Result about Customer Satisfaction (Y1): Question 4 .....	81
Table 4.29 Questionnaire Result about Customer Satisfaction (Y1): Question 5.	81
Table 4.30 Pretest Questionnaire Result about Customer Satisfaction (X2): Question 6 .....	82
Table 4.31 Pretest Questionnaire Result about Customer Satisfaction (X2): Question 7 .....	82
Table 4.32 Mean, Median Mode Calculation of Food Quality (X1) .....	83
Table 4.33 Interval Class of Food Quality .....	84
Table 4.34 Mean, Median and Mode Calculation for Food Quality (X1) .....	84
Table 4.35 Mean, Median and Mode Calculation for Atmosphere (X2).....	85
Table 4.36 Interval Class of Atmosphere (X2).....	85
Table 4.37 Interval Class of Service Quality .....	86
Table 4.38 Mean, Median Mode Calculation of Customer Satisfaction (Y) .....	86
Table 4.39 Mean, Median, Mode, Std. Deviation and Variance Calculation of X1, X2, and Y1 .....	86
Table 4.40 Validity Test of Food Quality (X1) .....	88
Table 4.41 Validity Test of Atmosphere (X2) .....	88
Table 4.42 Validity Test of Customer Satisfaction (Y1) .....	89
Table 4.43 Reliability Test for X1, X2 and Y1.....	89
Table 4.44 Kolmogrov Smirnov Normality Test.....	90

Table 4.45 Multicollinearity Test.....	93
Table 4.46 Heteroscedasticity Test .....	94
Table 4.47 Multiple Regression Test .....	95
Table 4.48 Coefficient of Determination Test .....	97
Table 4.49 Partial Hypothesis Testing (T-test) .....	98
Table 4.50 Simultaneous Hypothesis Testing (F-test) .....	99





## LIST OF APPENDICES

	page
APPENDIX A: QUESTIONNAIRE.....	A-1
APPENDIX B: PRETEST TABULATION DATA .....	B-1
APPENDIX C: MAIN TEST TABULATION DATA .....	C-1
APPENDIX D: SPSS CALCULATION.....	D-1
APPENDIX E: STATISTIC TABLE.....	E-1
APPENDIX F: THIRTEEN ELEVEN CAFÉ .....	F-1
APPENDIX G: GOOGLE REVIEWS.....	G-1
APPENDIX H: INTERNAL SURVEY .....	H-1
APPENDIX I: THIRTEEN ELEVEN APPROVAL LETTER .....	I-1

