

## TABLE OF CONTENTS

### **COVER PAGE**

### **TITLE PAGE**

<b>DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT.....</b>	ii
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR.....</b>	iv
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....</b>	v
<b>ABSTRACT .....</b>	vi
<b>ABSTRAK .....</b>	vii
<b>PREFACE .....</b>	viii
<b>TABLE OF CONTENTS.....</b>	x
<b>LIST OF FIGURES .....</b>	xv
<b>LIST OF TABLES .....</b>	xvi
<b>LIST OF APPENDICES .....</b>	xvii

### **CHAPTER I INTRODUCTION**

1.1. Background of the Study.....	1
1.2. Problem Limitation .....	5
1.3. Problem Formulation .....	5
1.4. Objective of the Research .....	6
1.5. Benefit of the Research .....	6
1.5.1. Theoretical Benefit.....	6
1.5.2. Practical Benefit.....	7

### **CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

2.1 Theoretical Background .....	8
2.1.1 Hospitality Management .....	8

2.1.2	Employment Opportunities .....	8
2.1.3	Price Perceived Theory.....	9
2.1.3.1.	Definition of Price Perceived .....	9
2.1.3.2.	Goals of Price Perceived.....	10
2.1.3.3.	Strategy of Price Perceived.....	11
2.1.3.4.	Indicators of Price Perceived .....	14
2.1.4	Service Quality Theory.....	14
2.1.4.1.	Definition of Service Quality .....	14
2.1.4.2.	Factors That Support of Service Quality .....	15
2.1.4.3.	Benefits of Service Quality.....	16
2.1.4.4.	Indicator of Service Quality .....	18
2.1.5	Customer Loyalty Theory .....	19
2.1.5.1.	Definition of Customer Loyalty .....	19
2.1.5.2.	Nature of Customer Loyalty .....	20
2.1.5.3.	Stages of Customer Loyalty .....	20
2.1.5.4.	Indicators of Customer Loyalty .....	22
2.1.6	Customer Satisfaction Theory .....	23
2.1.6.1.	Definition of Customer Satisfaction.....	23
2.1.6.2.	Benefits of Increased Customer Satisfaction.....	24
2.1.6.3.	Service Benefits of Customer Satisfaction .....	24
2.1.6.4.	Indicator of Customer Satisfaction .....	26
2.1.7	The Influence of Price Perceived on Customer Loyalty .....	27
2.1.8	The Influence of Service Quality on Customer Loyalty .....	27
2.1.9	The Influence of Customer Loyalty on Customer Satisfaction.....	28
2.2	Previous Research .....	28
2.3	Hypothesis Development .....	29
2.4	Research Model.....	30
2.5	Framework of Thinking .....	31

## **CHAPTER III RESEARCH METHODOLOGY**

3.1.	Research Design.....	32
3.2.	Population and Sample.....	33
3.2.1.	Population .....	33
3.2.2.	Sample.....	33
3.3.	Data Collection Method .....	34
3.4.	Operational Variable Definition and Variable Measurement .....	34
3.5.	Research Instrument Test.....	39
3.5.1.	Validity Test.....	39
3.5.2.	Reliability Test .....	40
3.5.3.	Descriptive Statistics.....	40
3.6.	Classical Assumption Tests .....	41
3.6.1.	Normality Test.....	41
3.6.2.	Heteroscedasticity Test.....	43
3.6.3.	Multicollinearity Test.....	44
3.6.4.	Linearity Test.....	44
3.7.	Multiple Lienar Regression Analysis.....	44
3.8.	Coefficient of Determination .....	45
3.9.	Hypothesis Test.....	46
3.9.1.	T-Test.....	47
3.9.2.	F-Test .....	47
3.9.3.	Sobel Test.....	48

## **CHAPTER IV RESEARCH RESULT AND DISCUSSION**

4.1.	General View of Research Object .....	49
4.1.1.	Research Object View .....	50

4.2. Research Result .....	50
4.2.1. Descriptive Statistics.....	51
4.2.2. Result of Data Quality Testing .....	54
4.2.2.1. Validity Test.....	54
4.2.2.2. Reliability Test.....	56
4.2.2.3. Classical Assumption Test (Normality Test) .....	57
4.2.2.4. Multicollinearity Test.....	62
4.2.2.5. Heteroscedasticity Test .....	64
4.2.2.6. Linearity Test .....	65
4.2.3. Result of Hypothesis Testing.....	68
4.2.3.1. Multiple Linear Regression Analysis.....	68
4.2.3.2. Hypothesis Test (Partial).....	70
4.2.3.3. Hypothesis Test (Simultaneously).....	72
4.2.3.4. Coefficient of Determination .....	73
4.2.3.5. Sobel Test .....	74
4.3. Discussion .....	75
4.3.1. Influence of Price Perceived Toward Customer Satisfaction.....	75
4.3.2. Influence of Service Quality Toward Customer Satisfaction.....	75
4.3.3. Influence of Price Perceived Toward Customer Satisfaction.....	76
4.3.4. Influence of Service Quality Toward Customer Loyalty .....	76
4.3.5. Influence of Price Perceived and Service Quality Toward Customer Satisfaction.....	77
4.3.6. Influence of Price Perceived and Service Quality, and Customer Satisfaction Toward Customer Loyalty.....	77

## **CHAPTER V CONCLUSION AND RECOMMENDATION**

5.1.	Conclusion.....	79
5.2.	Recommendation.....	80
5.3.	Managerial Implications.....	81



## **LIST OF FIGURES**

Figure 1.1 Review from Social Media .....	4
Figure 2.1 Theoretical Framework.....	30
Figure 2.2 Framework of Thinking.....	31
Figure 4.1 Six to 9 Exterior.....	50
Figure 4.2 Six to 9 Interior.....	50
Figure 4.3 Histogram Graph .....	58
Figure 4.4 Histogram Graph .....	59
Figure 4.5 Normal Probability Plot of Regression.....	60
Figure 4.6 Normal Probability Plot of Regression.....	61
Figure 4.7 Scatterplot Graph.....	64
Figure 4.8 Scatterplot Graph.....	65

## LIST OF TABLES

Table 2.1	Previous Research .....	28
Table 3.1	Operational Variable ( $X_1$ ) .....	35
Table 3.2	Operational Variable ( $X_2$ ) .....	36
Table 3.3	Operational Variable (Y).....	37
Table 3.4	Operational Variable (Y).....	38
Table 4.1	Respondent Identify Based on Gender.....	51
Table 4.2	Respondent Identify Based on Age .....	51
Table 4.3	Respondent Identify Based on Live in Medan .....	52
Table 4.4	Respondent Identify Based on Visit and Consume Food at Six to 9 Café Medan at Least Twice a Week in On e Year Ago ..	52
Table 4.5	Mean, Median and Mode.....	53
Table 4.6	Result of Price Perceived Variable Validity Testing.....	54
Table 4.7	Result of Service Quality Variable Validity Testing.....	54
Table 4.8	Result of Customer Satisfaction Variable Validity Testing ...	55
Table 4.9	Result of Customer Loyalty Variable ReliabilityTesting .....	56
Table 4.10	Result of Price Perceived Variable ReliabilityTesting .....	56
Table 4.11	Result of Service Quality Variable ReliabilityTesting .....	57
Table 4.12	Result of Customer Satisfaction Variable ReliabilityTesting ..	57
Table 4.13	Result of Customer Loyalty Variable ReliabilityTesting .....	57
Table 4.14	One-Sample Kolmogorov-Smirnov Test.....	61
Table 4.15	One-Sample Kolmogorov-Smirnov Test.....	62
Table 4.16	Multicollinearity Test .....	63
Table 4.17	Multicollinearity Test .....	63
Table 4.18	Price Perceived Toward Customer Satisfaction Linearity Test .....	66
Table 4.19	Service Quality Toward Customer Satisfaction Linearity Test .....	66
Table 4.20	Price Perceived Toward Customer Loyalty Linearity Test....	67
Table 4.21	Service Quality Toward Customer Loyalty Linearity Test....	67

Table 4.22	Customer Satisfaction Toward Customer Loyalty Linearity Test .....	68
Table 4.23	Multiple Linear Regression Analysis .....	68
Table 4.24	Multiple Linear Regression Analysis .....	69
Table 4.25	Partial Hyphotesis Testing.....	70
Table 4.26	Partial Hyphotesis Testing.....	71
Table 4.27	Simultaneously Hyphotesis Testing .....	72
Table 4.28	Simultaneously Hyphotesis Testing .....	73
Table 4.29	Determination Coefficient Test .....	73
Table 4.30	Determination Coefficient Test .....	74
Table 4.31	Sobel Test .....	74

## **LIST OF APPENDICES**

APPENDIX A: RESEARCH QUESTIONNAIRE .....	A-1
APPENDIX B: PRE-TEST DATA TABULATION .....	B-1
APPENDIX C: VALIDITY AND RELIABILITY TEST RESULT .....	C-1
APPENDIX D: FULL DATA SAMPLING TABULATION.....	D-1
APPENDIX E: MAIN TEST OUTPUT .....	E-1

