

TABLE OF CONTENTS

	Page
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	ii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	iii
ABSTRACT	iv
ABSTRAK.....	v
PREFACE	vi
TABLE OF CONTENTS.....	viii
LIST OF FIGURES	xi
LIST OF TABLES	xii
LIST OF APPENDICES.....	xv
CHAPTER I.....	1
1.1 Background of the Study	1
1.2 Problem Limitation.....	8
1.3 Problem Formulation.....	9
1.4 Objective of the Research	9
1.5 Benefit of Research	10
1.5.1 Theoretical Benefits	10
1.5.2 Practical Benefits	10
CHAPTER II	12
2.1 Theoretical Background.....	12
2.1.1 Hospitality Management	12
2.1.2 Hospitality Industry.....	13
2.1.3 Price.....	14
2.1.4 Cafe Atmosphere	18
2.1.5 Customer Satisfaction	22
2.1.6 The Influence of Price on Customer satisfaction.....	26
2.1.7 The Influence of Cafe Atmosphere on Customer satisfaction.....	27
2.1.8 The Influence of Price and Cafe Atmosphere on Customer satisfaction ...	28
2.2 Previous Research	29

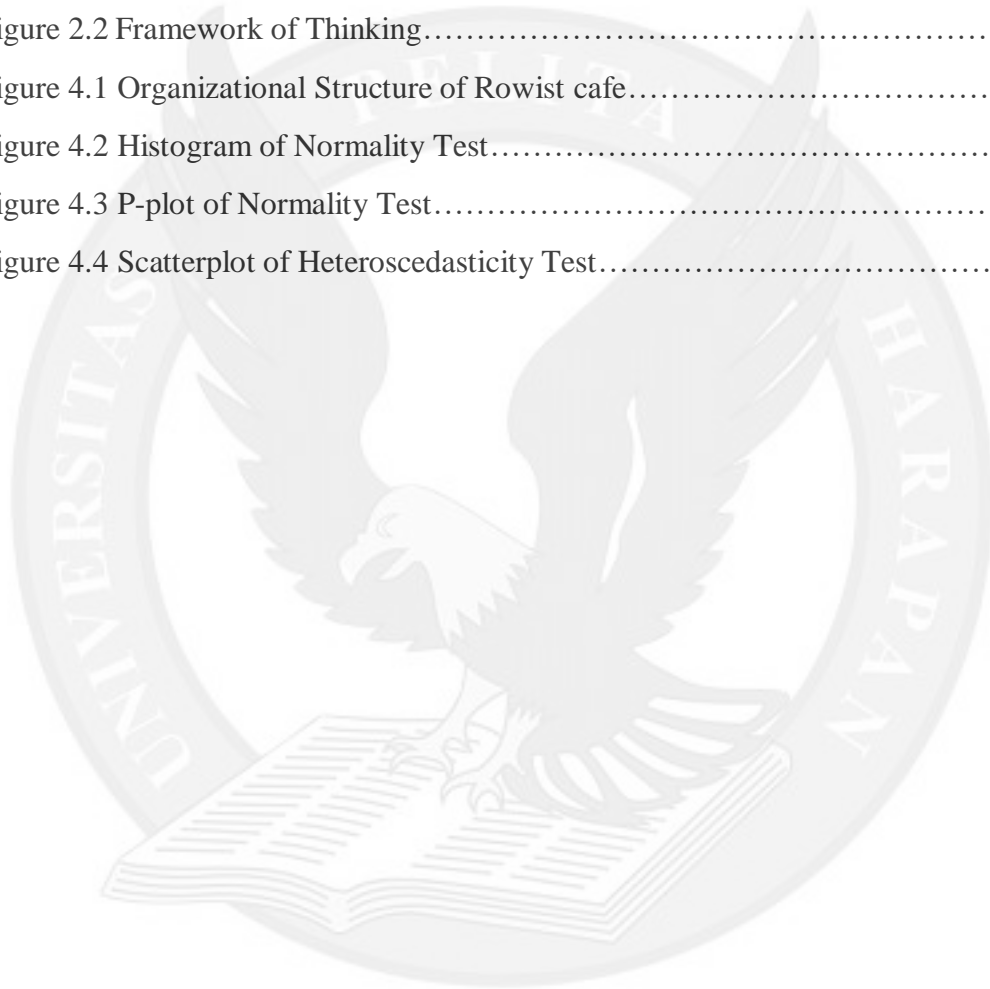
2.3 Hypothesis Development	30
2.4 Research Model.....	31
2.5 Framework of Thinking	33
CHAPTER III	34
3.1 Research Design	34
3.2 Population and Sample	35
3.2.1 Population.....	35
3.2.2 Sample	36
3.3 Data Collection Method.....	37
3.4 Operational Definition and Variable Measurement	39
3.4.1 Operational Definition.....	39
3.4.2 Variable Measurement	42
3.5 Data Analysis Method	42
3.5.1 Test of Research Instrument	43
3.5.2 Descriptive Statistics	45
3.5.3 Classical Assumption Test	47
3.5.4 Multiple Linear Regression Analysis.....	49
3.5.5 Hypothesis Test.....	50
CHAPTER IV	52
4.1 General View of Rowist Cafe, Medan.....	52
4.1.1 Brief Overview	52
4.1.2 Vision and Mission	53
4.1.3 Organizational Structure.....	53
4.2 Research Result	55
4.2.1 Test of Research Instrument	55
4.2.2 Descriptive Statistics	58
4.2.3 Result of Data Quality Testing	76
4.2.4 Result of Hypothesis Testing.....	83
4.3 Discussion	85
CHAPTER V.....	89

5.1 Conclusion 89
5.2 Recommendation..... 90
REFERENCES 92



LIST OF FIGURES

	Page
Figure 1.1 Rowist Cafe Atmosphere.....	7
Figure 2.1 Research Model.....	31
Figure 2.2 Framework of Thinking.....	33
Figure 4.1 Organizational Structure of Rowist cafe.....	53
Figure 4.2 Histogram of Normality Test.....	77
Figure 4.3 P-plot of Normality Test.....	77
Figure 4.4 Scatterplot of Heteroscedasticity Test.....	80



LIST OF TABLES

	Page
Table 1.1 Online Reviews.....	3
Table 1.2 Rowist Cafe Food Pricelist.....	3
Table 1.3 Rowist Cafe Beverages Pricelist.....	5
Table 2.1 Previous Research.....	29
Table 3.1 Operational Variable X1 (Price).....	41
Table 3.2 Operational Variable X2 (Cafe Atmosphere).....	41
Table 3.3 Operational Variable Y (Customer Satisfaction).....	42
Table 3.4 Likert Scale.....	42
Table 4.1 The Price Variable Result of the Validity Test of the Research.....	55
Table 4.2 The Cafe Atmosphere Variable Result of the Validity Test of the Research.....	56
Table 4.3 The Customer Satisfaction Variable Result of the Validity Test of the Research.....	56
Table 4.4 Reliability Test of Price (X1).....	57
Table 4.5 Reliability Test of Cafe Atmosphere (X2).....	57
Table 4.6 Reliability Test of Customer Satisfaction (Y).....	57
Table 4.7 Respondent Identity based on Gender.....	58
Table 4.8 Respondent Identity based on Age.....	59
Table 4.9 X1_1 Statement 1.....	59
Table 4.10 X1_2 Statement 2.....	60
Table 4.11 X1_3 Statement 3.....	60
Table 4.12 X1_4 Statement 4.....	61
Table 4.13 X1_5 Statement 5.....	61
Table 4.14 X2_1 Statement 1.....	62
Table 4.15 X2_2 Statement 2.....	62

Table 4.16 X2_3 Statement 3.....	63
Table 4.17 X2_4 Statement 4.....	63
Table 4.18 X2_5 Statement 5.....	64
Table 4.19 X2_6 Statement 6.....	64
Table 4.20 X2_7 Statement 7.....	65
Table 4.21 X2_8 Statement 8.....	65
Table 4.22 X2_9 Statement 9.....	66
Table 4.23 X2_10 Statement 10.....	66
Table 4.24 X2_11 Statement 11.....	67
Table 4.25 X2_12 Statement 12.....	67
Table 4.26 Y_1 Statement 1.....	68
Table 4.27 Y_2 Statement 2.....	68
Table 4.28 Y_3 Statement 3.....	69
Table 4.29 Y_4 Statement 4.....	69
Table 4.30 Y_5 Statement 5.....	70
Table 4.31 Y_6 Statement 6.....	70
Table 4.32 The Interval Class of Price.....	71
Table 4.33 The Interval Class of Cafe Atmosphere.....	71
Table 4.34 The Interval Class of Customer Satisfaction.....	72
Table 4.35 Mean, Median, Mode, Calculation Statistic.....	72
Table 4.36 Interval Class of Customer Satisfaction.....	74
Table 4.37 Descriptive Analysis of Price (X1).....	74
Table 4.38 Descriptive Analysis of Cafe Atmosphere (X2).....	75
Table 4.39 Descriptive Analysis of Customer Satisfaction (Y).....	75
Table 4.40 Normality Test.....	78
Table 4.41 Multicollinearity Test.....	79
Table 4.42 Glejser Test.....	80

Table 4.43 Multiple Linear Regression Analysis.....81
Table 4.44 T-Test Result.....83
Table 4.45 F-Test Result.....84
Table 4.46 Determinant Test.....85



LIST OF APPENDICES

	Page
Appendix A: Pre-Test Research Questionnaire.....	A-1
Appendix B: Kuesioner Penelitian Pre-Test	B-1
Appendix C: Main Test Research Questionnaire	C-1
Appendix D: Kuesioner Penelitian Main Test	D-1
Appendix E: Pre-Test Data Tabulation.....	E-1
Appendix F: Main Test Data Tabulation	F-1
Appendix G: SPSS Output.....	G-1
Appendix H: R Table	H-1
Appendix I: T Table.....	I-1
Appendix J: F Table.....	J-1
Appendix K: Approval Letter.....	K-1
Appendix L: Picture.....	L-1