

TABLE OF CONTENTS

| | |
|---|-------------|
| TITLE PAGE | i |
| DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT..... | ii |
| APPROVAL PAGE BY FINAL PAPER ADVISOR..... | iv |
| APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE..... | |
| | v |
| ABSTRACT..... | vi |
| ABSTRAK..... | vii |
| PREFACE..... | viii |
| TABLE OF CONTENTS..... | x |
| LIST OF FIGURES | xiv |
| LIST OF TABLES..... | xvi |
| LIST OF APPENDICES..... | xix |
| CHAPTER I INTRODUCTION | |
| 1.1 Background of Study..... | 1 |
| 1.2 Problem Limitation | 25 |
| 1.3 Problem Formulation | 25 |
| 1.4 Objective of Research..... | 27 |
| 1.5 Benefit of Research..... | 28 |
| 1.5.1 Theoretical Benefit..... | 28 |
| 1.5.2 Practical Benefit | 29 |

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

| | | |
|--------|---|----|
| 2.1 | Theoretical Background..... | 30 |
| 2.1.1 | Customer Loyalty..... | 30 |
| 2.1.2 | Customer Satisfaction..... | 32 |
| 2.1.3 | Service Quality..... | 34 |
| 2.1.4 | Social Enjoyment..... | 35 |
| 2.1.5 | Cleanliness..... | 37 |
| 2.1.6 | Aesthetic..... | 38 |
| 2.1.7 | Cost..... | 39 |
| 2.2 | Previous Research | 42 |
| 2.3 | Hypothesis Development | 46 |
| 2.3.1 | Influence of Service Quality Towards Customer Satisfaction ... | 46 |
| 2.3.2 | Influence of Social Enjoyment Towards Customer Satisfaction | 47 |
| 2.3.3 | Influence of Cleanliness Towards Customer Satisfaction..... | 48 |
| 2.3.4 | Influence of Aesthetic Towards Customer Satisfaction..... | 49 |
| 2.3.5 | Influence of Cost Towards Customer Satisfaction..... | 49 |
| 2.3.6 | Influence of Customer Satisfaction Towards Customer Loyalty | 50 |
| 2.3.7 | Influence of Service Quality Towards Customer Loyalty through Customer Satisfaction | 50 |
| 2.3.8 | Influence of Social Enjoyment Towards Customer Loyalty through Customer Satisfaction | 51 |
| 2.3.9 | Influence of Cleanliness Towards Customer Loyalty through Customer Satisfaction | 51 |
| 2.3.10 | Influence of Aesthetic Towards Customer Loyalty through Customer Satisfaction | 52 |

| | | |
|--------|--|----|
| 2.3.11 | Influence of Cost Towards Customer Loyalty through Customer Satisfaction | 52 |
| 2.4 | Research Model | 53 |
| 2.5 | Framework of Thinking | 53 |

CHAPTER III RESEARCH METHODOLOGY

| | | |
|-------|---|----|
| 3.1 | Research Design..... | 56 |
| 3.2 | Population and Sample..... | 57 |
| 3.3 | Data Collection Method | 59 |
| 3.4 | Operational Definition and Variable Measurement | 61 |
| 3.5 | Data Analysis Method..... | 62 |
| 3.5.1 | Instrument Testing..... | 62 |
| 3.5.2 | Classic Assumption Test | 63 |
| 3.5.3 | Data Analysis | 65 |

CHAPTER IV RESEARCH RESULT AND DISCUSSION

| | | |
|-------|---|-----|
| 4.1 | General View of Kito Garden Café & Resto..... | 72 |
| 4.2 | Pre-Test Research Result..... | 74 |
| 4.2.1 | Pre-Test Instrument Testing | 75 |
| 4.3 | Full Sampling Research Result | 77 |
| 4.3.1 | Descriptive statistic | 77 |
| 4.3.2 | Analysis Descriptive Variable..... | 89 |
| 4.3.3 | Full Sampling Instrument Testing..... | 101 |
| 4.3.4 | Classic Assumption Test..... | 103 |
| 4.3.5 | Inferential Statistic | 109 |
| 4.3.6 | Hypothesis Testing..... | 113 |
| 4.3.7 | Indirect Effect Test | 117 |
| 4.4 | Discussion..... | 121 |

CHAPTER V CONCLUSION, IMPLICATIONS, AND RECOMMENDATIONS

| | |
|---|------------|
| 5.1 Conclusion..... | 149 |
| 5.1.1 Conclusion for Hypothesis | 150 |
| 5.1.2 Conclusion for Research Problem..... | 163 |
| 5.2 Recommendation..... | 165 |
| 5.2.1 Theoretical Implication | 165 |
| 5.2.2 Managerial Implication | 166 |
| 5.2.3 Recommendation for Future Research..... | 173 |
| REFERENCES..... | 175 |
| 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 Location and Map | 7 |
| Figure 1. 2 Operational days and hours | 7 |
| Figure 1. 3 Instagram profile..... | 7 |
| Figure 1. 4 Spot for photo | 8 |
| Figure 1. 5 The Decoration of Garden | 8 |
| Figure 1. 6 The table and chair..... | 8 |
| Figure 1. 7 The photo of Taliwang chicken | 9 |
| Figure 1.8 The Ramadhan promo packages..... | 9 |
| Figure 1.9 The photo of Alfredo Fettucine..... | 9 |
| Figure 1.10 Whatsapp number for info and order..... | 12 |
| Figure 1.11 Location of the café and several branches of Kito Café..... | 17 |
| Figure 1.12 Customer Review..... | 18 |
| Figure 1.13 Service Quality at Kito Garden Café & Resto..... | 19 |
| Figure 1.14 Social Enjoyment at Kito Garden Café & Resto..... | 20 |
| Figure 1.15 Cleanliness at Kito Garden Café & Resto..... | 21 |
| Figure 1.16 Aesthetic at Kito Garden Café & Resto..... | 22 |
| Figure 1.17 Menu and Review at Kito Garden Café & Resto..... | 23 |
| Figure 1.18 Pre-Test Respondent Data | 23 |
| Figure 2. 1 Research Model from Previous Research..... | 44 |
| Figure 2. 2 Result of Previous Research | 44 |
| Figure 2. 3 Research Model | 53 |
| Figure 2. 4 Framework of Thinking..... | 55 |
| Figure 4. 1 Diagram of Respondents by Age | 79 |
| Figure 4. 2 Diagram of Respondents by Gender..... | 80 |

| | |
|---|-----|
| Figure 4. 3 P-Plot of Normality Test Customer Satisfaction | 104 |
| Figure 4. 4 P-Plot of Normality Test Customer Loyalty..... | 105 |
| Figure 4. 5 Scatterplot Heteroscedasticity Test Customer Satisfaction | 107 |
| Figure 4. 6 Scatterplot Heteroscedasticity Test Customer Loyalty..... | 108 |
| Figure 4. 7 Research Model Result..... | 118 |



LIST OF TABLES

| | |
|--|----|
| Table 1. 1 Competitor of Kito Garden Café & Resto..... | 14 |
| Table 2. 1 Comparison of Previous Research | 42 |
| Table 3. 1 Questionnaire Design | 59 |
| Table 3. 2 Operational Definition and Variable Measurement | 61 |
| Table 3. 3 Correlation Scale..... | 68 |
| Table 3. 4 Determination Scale..... | 69 |
| Table 4. 1 Pre-Test Validity Test Result on Service Quality (Kito Garden Café & Resto)..... | 75 |
| Table 4. 2 Pre-Test Validity Test Result on Social Enjoyment (Kito Garden Café & Resto) | 75 |
| Table 4. 3 Pre-Test Validity Test Result on Cleannness (Kito Garden Café & Resto) | 75 |
| Table 4. 4 Pre-Test Validity Test Result on Aesthetic (Kito Garden Café & Resto) | 75 |
| Table 4. 5 Pre-Test Validity Test Result on Cost (Kito Garden Café & Resto)... | 76 |
| Table 4. 6 Pre-Test Validity Test Result on Customer Satisfaction (Kito Garden Café & Resto)..... | 76 |
| Table 4. 7 Pre-Test Validity Test Result on Customer Loyalty (Kito Garden Café & Resto) | 76 |
| Table 4. 8 Pre-Test Reliability Test Result on Customer Satisfaction (Kito Garden Café & Resto)..... | 77 |
| Table 4. 9 Respondents by Age..... | 78 |
| Table 4. 10 Respondents by Gender..... | 79 |
| Table 4. 11 Degree of Assessment of Each Variable | 81 |
| Table 4. 12 Respondents' Responses towards Service Quality | 81 |
| Table 4. 13 Respondents' Responses towards Social Enjoyment..... | 83 |

| | |
|---|-----|
| Table 4. 14 Respondents' Responses towards Cleanliness | 84 |
| Table 4. 15 Respondents' Responses towards Aesthetic | 85 |
| Table 4. 16 Respondents' Responses towards Cost..... | 86 |
| Table 4. 17 Respondents' Responses towards Customer Satisfaction..... | 87 |
| Table 4. 18 Respondents' Responses towards Customer Loyalty | 89 |
| Table 4. 19 Distribution of Respondents' Responses on Serice Quality | 90 |
| Table 4. 20 Distribution of Respondents' Responses on Social Enjoyment..... | 92 |
| Table 4. 21 Distribution of Respondents' Responses on Cleanness | 93 |
| Table 4. 22 Distribution of Respondents' Responses on Aesthetic..... | 95 |
| Table 4. 23 Distribution of Respondents' Responses on Cost..... | 97 |
| Table 4. 24 Distribution of Respondents' Responses on Customer Satisfaction... | 98 |
| Table 4. 25 Distribution of Respondents' Responses on Customer Loyalty..... | 100 |
| Table 4. 26 Full Sampling Validity Test Result on Service Quality..... | 101 |
| Table 4. 27 Full Sampling Validity Test Result on Social Enjoyment..... | 101 |
| Table 4. 28 Full Sampling Validity Test Result on Cleanness..... | 102 |
| Table 4. 29 Full Sampling Validity Test Result on Aesthetic..... | 102 |
| Table 4. 30 Full Sampling Validity Test Result on Cost..... | 102 |
| Table 4. 31 Full Sampling Validity Test Result on Customer Satisfaction..... | 102 |
| Table 4. 32 Full Sampling Validity Test Result on Customer Loyalty..... | 102 |
| Table 4. 33 Full Sampling Reliability Test..... | 103 |
| Table 4. 34 Kolmogorov Smirnov for Kito Garden Café & Resto One - Sample Kolmogorov-Smirnov Test | 104 |
| Table 4. 35 Linearity Test Result..... | 105 |
| Table 4. 36 Tolerance Value and VIF | 106 |
| Table 4. 37 Spearman Test Correlation..... | 108 |
| Table 4. 38 Simple Regression Testing Result | 109 |

| | |
|--|-----|
| Table 4. 39 Multiple Regression Testing Result..... | 110 |
| Table 4. 40 Coefficient of Determination Output 1 (R^2)..... | 112 |
| Table 4. 41 Coefficient of Determination Output 2 (R2)..... | 113 |
| Table 4. 42 F- Test Output..... | 114 |
| Table 4. 43 T-Testing Output..... | 115 |
| Table 4. 44 Sobel Test Output..... | 117 |
| Table 4. 45 Validity and Mean Rating of Indicators of Customer Satisfaction of Kito Garden Café & Resto | 135 |
| Table 4. 46 Validity and Mean Rating of Indicators of Service Quality of Kito Garden Café & Resto | 137 |
| Table 4. 47 Validity and Mean Rating of Indicators of Cost of Kito Garden Café & Resto..... | 139 |
| Table 4. 48 Validity and Mean Rating of Indicators of Cleanness of Kito Garden Café & Resto..... | 141 |
| Table 4. 49 Validity and Mean Rating of Indicators of Aesthetic of Kito Garden Café & Resto..... | 143 |
| Table 4. 50 Validity and Mean Rating of Indicators of Social Enjoymet of Kito Garden Café & Resto | 145 |
| Table 4. 51 Validity and Mean Rating of Indicators of Customer Loyalty of Kito Garden Café & Resto | 146 |
| Table 5. 1 Theoretical Implication | 165 |
| Table 5. 2 Managerial Implication..... | 171 |

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 25.00..... | 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 |