

# TABLE OF CONTENTS

<i>DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT.....</i>	<i>iii</i>
<i>APPROVAL PAGE BY FINAL PAPER ADVISOR .....</i>	<i>v</i>
<i>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....</i>	<i>vi</i>
<i>ABSTRACT .....</i>	<i>vii</i>
<i>ABSTRAK.....</i>	<i>viii</i>
<i>PREFACE .....</i>	<i>ix</i>
<i>TABLE OF CONTENTS .....</i>	<i>xi</i>
<i>CHAPTER I INTRODUCTION.....</i>	<i>1</i>
1.1 Background of Study.....	1
1.2 Problem Limitation .....	11
1.3 Problem Formulation .....	12
1.4 Research Objectives .....	12
1.5 Benefit of the Research.....	13
1.5.1 Theoretical Benefit .....	13
1.5.2 Practical Benefit.....	14
<i>CHAPTER II.....</i>	<i>15</i>
<i>LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT.....</i>	<i>15</i>
2.1 Theoretical Background.....	15
2.1.1 Definition of Hospitality Industry.....	15
2.1.2 Definition of Customer Purchase Decision.....	17
2.1.3 Definition of Food Quality .....	25
2.1.4 Definition of Price .....	29
2.1.5 Definition of Promotion.....	33

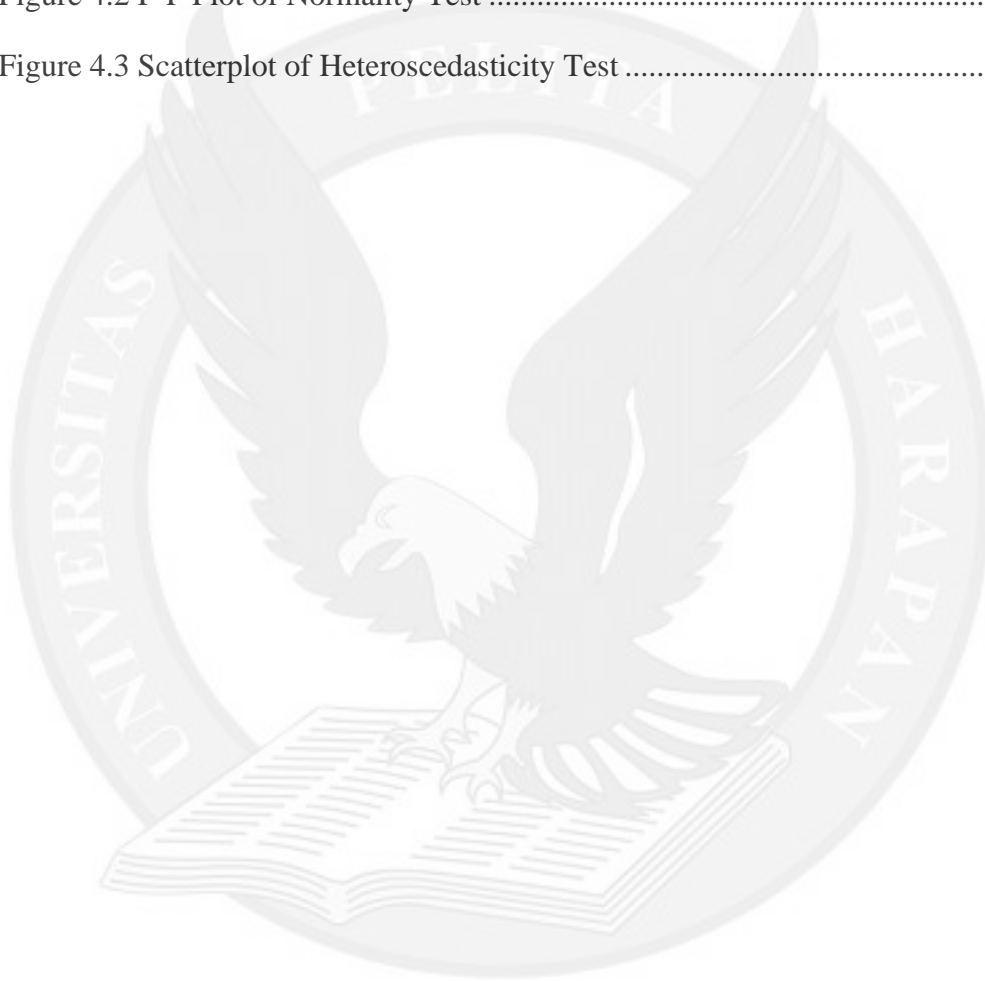
2.1.6 The Relationship between Food Quality and Customer Purchase Decision .....	36
2.1.7 The Relationship between Price toward Customer Purchase Decision.....	38
2.1.8 The Relationship between Promotion and Customer Purchase Decision .....	39
<b>2.2 Previous Research.....</b>	<b>40</b>
<b>2.3 Hypothesis Development.....</b>	<b>42</b>
<b>2.4 Research Model.....</b>	<b>44</b>
<b>2.5 Theoretical Framework .....</b>	<b>46</b>
<b>CHAPTER III .....</b>	<b>46</b>
<b>3.1 Research Design.....</b>	<b>47</b>
<b>3.2 Population and Sample .....</b>	<b>48</b>
<b>3.3 Data Collection Method .....</b>	<b>50</b>
<b>3.4 Operational Definition and Variable Measurement.....</b>	<b>51</b>
<b>3.5 Data Analysis Method .....</b>	<b>55</b>
3.5.1 Research Instrument Test.....	56
3.5.2 Descriptive Analysis .....	58
3.5.3 Classical Assumption Test.....	60
3.5.4 Multiple Linear Regression Test.....	62
3.5.5 Determination Coefficient ( $R^2$ ) Test.....	64
3.5.6 Test of Hypothesis .....	64
<b>CHAPTER IV.....</b>	<b>65</b>
<b>4.1 General View of Niu Nai Bread and Boba Medan.....</b>	<b>66</b>
4.1.1 Food Quality at Niu Nai Bread and Boba Medan .....	67
4.1.2 Price at Niu Nai Bread and Boba Medan .....	67
4.1.3 Promotion at Niu Nai Bread and Boba Medan .....	69
<b>4.2 Research Result.....</b>	<b>71</b>
4.2.1 Test of Research Instrument .....	71
4.2.2 Descriptive Statistics .....	74
4.2.3 Classical Assumption Test.....	105
4.2.4 Multiple Linear Regression Test.....	108
4.2.5 Determination Coefficient ( $R^2$ ) Test.....	110
4.2.6 Hypothesis Test .....	111

4.3 Discussion .....	114
<b>CHAPTER V</b> .....	<b>117</b>
5.1 Conclusion .....	118
5.2 Recommendation .....	122
<b>REFERENCES</b>	



## LIST OF FIGURES

Figure 2.1 Research Model .....	44
Figure 2.2 Framework of Thinking .....	46
Figure 4.1 Histogram of Normality Test.....	106
Figure 4.2 P-P Plot of Normality Test .....	106
Figure 4.3 Scatterplot of Heteroscedasticity Test .....	108



## LIST OF TABLES

Table 1.1 Sales of NiuNai Bread and Boba Medan .....	5
Table 1.2 Complaints of Food Quality in NiuNai Bread and Boba Medan.....	6
Table 1.3 Price Comparison of Signature Menu in NiuNai Bread and Boba Medan, Xiboba, Xie Xie Boba and Si Boba 2022 .....	7
Table 1.4 Number of Instagram Followers Comparison in NiuNai Bread and Boba Medan, Xiboba, Xie Xie Boba and Si Boba 2022 .....	9
Table 2.1 Previous Research.....	41
Table 3.1 Operational Variables Indicators and Questionnaires.....	53
Table 3.2 Likert Scale .....	55
Table 3.3 Validity Test Scales .....	57
Table 3.4 Parameter of Normality Test.....	61
Table 3.5 Parameter of Multicollinearity Test .....	62
Table 3.6 Parameter of Determination Coefficient Test ( $R^2$ ) .....	64
Table 3.7 Parameter of T-Test .....	65
Table 3.8 Parameter of F-Test.....	65
Table 4.1 Validity Test of Food Quality ( $X_1$ ).....	71
Table 4.2 Validity Test of Price ( $X_2$ ) .....	72
Table 4.3 Validity Test of Promotion ( $X_3$ ) .....	72
Table 4.4 Validity Test of Customer Purchase Decision (Y).....	73

Table 4.5 Reliability Test of Food Quality ( $X_1$ ), Price ( $X_2$ ), Promotion ( $X_3$ ), and Purchase Decision ( $Y$ ).....	74
Table 4.6 Gender of Respondents .....	75
Table 4.7 Age of Respondents .....	75
Table 4.8 Variable $X_1$ -Q1: I like the smell and color of the food/beverage that I ordered .....	76
Table 4.9 Variable $X_1$ -Q2: I like the temperature and shape of the food/beverage that I ordered.....	77
Table 4.10 Variable $X_1$ -Q3: The food/beverage served always use new and fresh ingredients .....	78
Table 4.11 Variable $X_1$ -Q4: The food/beverage served is maintained clean.....	78
Table 4.12 Variable $X_1$ -Q5: The display or presentation of the food/beverage served is attractive.....	79
Table 4.13 Variable $X_1$ -Q6: The menu of food/beverage at NiuNai Bread and Boba Medan is variative .....	80
Table 4.14 Variable $X_1$ -Q7: NiuNai Bread and Boba Medan always innovating their menus following the trend.....	80
Table 4.15 Variable $X_2$ -Q1: The price of the food/beverage in NiuNai Bread and Boba Medan is affordable.....	81
Table 4.16 Variable $X_2$ -Q2: The portion served for the food/beverage is suitable with the price.....	82

Table 4.17 Variable X <sub>2</sub> -Q3: The price of the food/beverage is suitable with desired result.....	83
Table 4.18 Variable X <sub>2</sub> -Q4: The price at Niu Nai Bread and Boba Medan is more affordable than other tenants .....	84
Table 4.19 Variable X <sub>2</sub> -Q5: The price of food/beverage served is in accordance with perceived benefits.....	84
Table 4.20 Variable X <sub>3</sub> -Q1: The promotion about Niu Nai Bread and Boba Medan contains clear information.....	85
Table 4.21 Variable X <sub>3</sub> -Q2: The promotion about Niu Nai Bread and Boba Medan is interesting.....	86
Table 4.22 Variable X <sub>3</sub> -Q3: Niu Nai Bread and Boba Medan often conduct promotion in their official social media (Instagram, etc.) .....	87
Table 4.23 Variable X <sub>3</sub> -Q4: Promotional activities at Niu Nai Bread and Boba Medan last for a long time.....	87
Table 4.24 Variable X <sub>3</sub> -Q5: The information about Niu Nai Bread and Boba Medan is clear and easy to find .....	88
Table 4.25 Variable Y-Q1: Niu Nai Bread and Boba Medan fulfil my needs when I crave for pastry/sweet beverages .....	89
Table 4.26 Variable Y-Q2: The information about Niu Nai Bread and Boba Medan is clear and easy to find.....	90
Table 4.27 Variable Y-Q3: I decide to purchase at Niu Nai Bread and Boba Medan after comparing it with other shops.....	90

Table 4.28 Variable Y-Q4: I feel satisfied after purchase at Niu Nai Bread and Boba Medan.....	91
Table 4.29 Variable Y-Q5: I would like to purchase at Niu Nai Bread and Boba Medan again in the future.....	92
Table 4.30 28 Mean, Median, Mode, Standard Deviation, and Variance for Food Quality ( $X_1$ ).....	93
Table 4.31 The Interval Class of Food Quality ( $X_1$ ).....	94
Table 4.32 Total Mean, Median, Mode, Standard Deviation, and Variance for Food Quality ( $X_1$ ).....	95
Table 4.33 Total Mean, Median, Mode, Standard Deviation, and Variance for Price ( $X_2$ ).....	96
Table 4.34 The Interval Class of Price ( $X_2$ ).....	97
Table 4.35 Total Mean, Median, Mode, Standard Deviation, and Variance for Price ( $X_2$ ).....	98
Table 4.36 Mean, Median, Mode, Standard Deviation, and Variance for Promotion ( $X_3$ ).....	99
Table 4.37 The Interval Class of Promotion ( $X_3$ ).....	100
Table 4.38 Total Mean, Median, Mode, Standard Deviation, and Variance for Promotion ( $X_3$ ).....	101
Table 4.39 Mean, Median, Mode, Standard Deviation, and Variance for Customer Purchase Decision (Y).....	102
Table 4.40 The Interval Class of Customer Purchase Decision (Y).....	103



Table 4.41 Total Mean, Median, Mode, Standard Deviation, and Variance for Customer Purchase Decision (Y).....	104
Table 4.42 Normality Test .....	105
Table 4.43 Heteroscedasticity Test .....	107
Table 4.44 Multicollinearity Test.....	108
Table 4.45 Multiple Linear Regression Test.....	109
Table 4.46 Determination Coefficient ( $R^2$ ) Test .....	110
Table 4.47 T-Test of Food Quality ( $X_1$ ) toward Customer Purchase Decision (Y).....	111
Table 4.48 T-Test of Price ( $X_2$ ) toward Customer Purchase Decision (Y).....	112
Table 4.49 T-Test of Promotion ( $X_3$ ) toward Customer Purchase Decision (Y) .....	112
Table 4.50 F-Test .....	114

