

## TABLE OF CONTENT

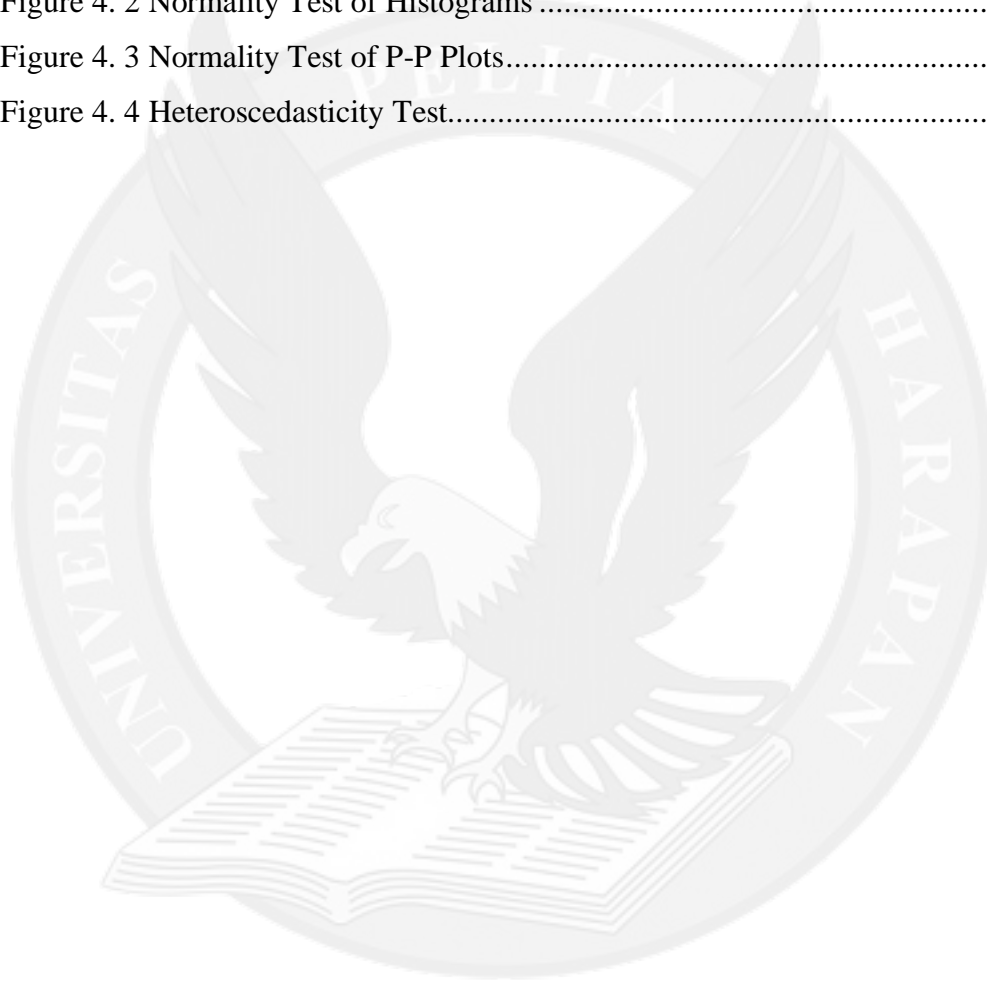
<b>DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT .....</b>	<b>ii</b>
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR.....</b>	<b>iv</b>
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....</b>	<b>v</b>
<b>ABSTRACT .....</b>	<b>vi</b>
<b>ABSTRAK.....</b>	<b>vii</b>
<b>PREFACE .....</b>	<b>viii</b>
<b>TABLE OF CONTENT .....</b>	<b>x</b>
<b>LIST OF FIGURE .....</b>	<b>xiii</b>
<b>LIST OF TABLE .....</b>	<b>xiv</b>
<b>LIST OF APPENDICES.....</b>	<b>xvi</b>
<b>CHAPTER I INTRODUCTION .....</b>	<b>1</b>
1.1 Background of the Study .....	1
1.2 Problem Limitation.....	4
1.3 Problem Formulation.....	5
1.4 Objective of the Research .....	5
1.5 Benefit of the Research.....	6
1.5.1 Theoretical Benefit.....	6
1.5.2 Practical Benefit .....	6
<b>CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT .....</b>	<b>7</b>
2.1 Theoretical Background.....	7

2.1.1 Hospitality Management.....	7
2.1.2 Service Quality.....	8
2.1.3 Food Quality.....	13
2.1.4 Customer Satisfaction.....	15
2.1.5 The Effect of Service Quality on Customer Satisfaction.....	19
2.1.6 The Effect of Food Quality on Customer Satisfaction .....	19
2.1.7 The Effect of Service Quality and Food Quality on Customer Satisfaction.....	20
2.2 Previous Research .....	20
2.3 Hypothesis Development .....	22
2.4 Research Model.....	22
2.5 Framework of Thinking.....	24
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>	<b>25</b>
3.1. Research Design .....	25
3.2. Population And Sample .....	26
3.2.1. Research Location and Time.....	26
3.2.2. Population .....	26
3.2.3. Sample .....	26
3.3. Data Collection Method.....	27
3.4. Operational Definition and Variable Measurement .....	29
3.5. Data Analysis Method .....	31
3.5.1 Research Instrument Test.....	31
3.5.2 Descriptive Statistics .....	33
3.5.3 Classical Assumption Test.....	35

3.5.4. Multiple Linear Regression Analysis .....	38
3.5.5. Hypothesis Test .....	39
<b>CHAPTER IV RESEARCH RESULT AND DISCUSSION.....</b>	<b>41</b>
4.1 General Review of Junction Café, Medan .....	41
4.1.1 Brief Overview .....	41
4.1.2 Organizational structure.....	41
4.2 Research Result .....	46
4.2.1 Test of Research Instrument .....	46
4.2.2 Descriptive Statistics .....	50
4.2.3 Result of Data Quality Testing.....	64
4.2.4 Result of Hypothesis Testing .....	69
4.3 Discussion .....	71
<b>CHAPTER V CONCLUSION.....</b>	<b>79</b>
5.1 Conclusion .....	79
5.2 Recommendation.....	80
<b>REFERENCES .....</b>	<b>82</b>

## LIST OF FIGURE

Figure 1.1 Number of Transaction at Junction Café, Medan (2020-2021).....	3
Figure 2.1 Research Model .....	23
Figure 2.2 Framework of Thinking.....	24
Figure 4. 1 Organizational Structure of Junction Café, Medan.....	422
Figure 4. 2 Normality Test of Histograms .....	655
Figure 4. 3 Normality Test of P-P Plots.....	655
Figure 4. 4 Heteroscedasticity Test.....	677



## LIST OF TABLE

Table 1.1 Number of Transaction at Junction Café, Medan (2020-2021) .....	3
Table 3 1 Operational Variable .....	30
Table 3.2 Likert Scale .....	31
Table 4.1 Test Results for the Validity of Service Quality ( $X_1$ ) .....	466
Table 4. 2 Test Results for the Validity of Food Quality ( $X_2$ ) .....	477
Table 4. 3 Test Results for the Validity of Customer Satisfaction (Y).....	488
Table 4. 4 Test Results for the Reliability of Service Quality .....	499
Table 4. 5 Test Results for the Reliability of Food Quality .....	499
Table 4. 6 Test Results for the Reliability of Customer Satisfaction .....	499
Table 4. 7 Characteristics of Respondents by Gender .....	50
Table 4. 8 Characteristics of Respondents by Age .....	50
Table 4. 9 Service Quality Variable ( $X_1$ ) - Question 1 .....	511
Table 4. 10 Service Quality Variable ( $X_1$ ) - Question 2 .....	511
Table 4. 11 Service Quality Variable ( $X_1$ ) - Question 3 .....	511
Table 4. 12 Service Quality Variable ( $X_1$ ) - Question 4 .....	522
Table 4. 13 Service Quality Variable ( $X_1$ ) - Question 5 .....	522
Table 4. 14 Service Quality Variable ( $X_1$ ) - Question 6 .....	522
Table 4. 15 Service Quality Variable ( $X_1$ ) - Question 7 .....	533
Table 4.16 Service Quality Variable ( $X_1$ ) - Question 8 .....	533
Table 4. 17 Service Quality Variable ( $X_1$ ) - Question 9 .....	544
Table 4. 18 Service Quality Variable ( $X_1$ ) - Question 10 .....	544
Table 4. 19 Food Quality Variable ( $X_2$ ) - Question 1 .....	544
Table 4. 20 Food Quality Variable ( $X_2$ ) - Question 2 .....	555
Table 4. 21 Food Quality Variable ( $X_2$ ) - Question 3 .....	555
Table 4. 22 Food Quality Variable ( $X_2$ ) - Question 4 .....	555
Table 4. 23 Food Quality Variable ( $X_2$ ) – Question 5 .....	566
Table 4. 24 Food Quality Variable ( $X_2$ ) – Question 6 .....	566
Table 4. 25 Food Quality Variable ( $X_2$ ) – Question 7 .....	566

Table 4.26 Food Quality Variable ( $X_2$ ) – Question 8 .....	577
Table 4. 27 Customer Satisfaction Variable (Y) - Question 1 .....	577
Table 4. 28 Customer Satisfaction Variable (Y) - Question 2 .....	577
Table 4. 29 Customer Satisfaction Variable (Y) - Question 3 .....	588
Table 4. 30 Customer Satisfaction Variable (Y) - Question 4 .....	588
Table 4. 31 Customer Satisfaction Variable (Y) - Question 5 .....	588
Table 4. 32 Customer Satisfaction Variable (Y) - Question 6 .....	599
Table 4. 33 Customer Satisfaction Variable (Y) - Question 7 .....	599
Table 4. 34 Customer Satisfaction Variable (Y) - Question 8 .....	59
Table 4. 35 The Interval for Service Quality ( $X_1$ ).....	60
Table 4. 36 Descriptive Statistics for Service Quality .....	600
Table 4. 37 The Interval For Food Quality ( $X_2$ ) and Customer Satisfaction (Y) .....	622
Table 4. 38 Descriptive Statistics for Food Quality .....	622
Table 4. 39 Descriptive Statistics for Customer Satisfaction.....	633
Table 4. 40 Normality Test of Kolmogorov Smirnov .....	666
Table 4. 41 Multicollinearity Test .....	666
Table 4. 42 Heteroscedasticity Test.....	688
Table 4. 43 Multiple Linear Regression Analysis .....	688
Table 4. 44 Partial Test .....	70
Table 4. 45 Simultaneously Test .....	711
Table 4. 46 Determination Test.....	711

## LIST OF APPENDICES

APPENDIX A-1 KUESIONER PENELITIAN .....	A-1
APPENDIX B-1 PRE-SAMPLING DATA TABULATION .....	B-1
APPENDIX C-1 FULL SAMPLING DATA TABULATION .....	C-1
APPENDIX D-1 OUTPUT SPSS.....	D-1
APPENDIX E-1 LETTER .....	E-1
APPENDIX F-1 TURNITIN.....	F-1

