

## TABLE OF CONTENTS

	page
<b>COVER PAGE</b>	
<b>TITLE PAGE</b>	
<b>DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT .....</b>	<b>i</b>
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR.....</b>	<b>ii</b>
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....</b>	<b>iii</b>
<b>ABSTRACT .....</b>	<b>iv</b>
<b>ABSTRAK .....</b>	<b>v</b>
<b>PREFACE .....</b>	<b>vi</b>
<b>TABLE OF CONTENTS.....</b>	<b>viii</b>
<b>LIST OF FIGURES .....</b>	<b>xii</b>
<b>LIST OF TABLES .....</b>	<b>xiii</b>
<b>LIST OF APPENDICES.....</b>	<b>xv</b>
<b>CHAPTER 1 : INTRODUCTION.....</b>	<b>xvi</b>
1.1    Background of the Study.....	xvi
1.2    Problem Limitation.....	xxii
1.3    Problem Formulation .....	xxii
1.4    Objective of the Research .....	xxiii
1.5    Benefit of the Research .....	xxiii
1.5.1    Theoretical Benefit .....	xxiii
1.5.2    Practical Benefit .....	xxiv

<b>CHAPTER II : LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT .....</b>	<b>xxv</b>
2.1    Marketing .....	xxv
2.1.1    Definition of Marketing .....	xxv
2.1.2    The Concept of Marketing Mix .....	xxvi
2.2    Customer Satisfaction .....	xxviii
2.2.1    Definition of Customer Satisfaction .....	xxviii
2.2.2    Indicator of Customer Satisfaction .....	xxxi
2.3    Food Quality .....	xxxii
2.3.1    Definition of Food Quality .....	xxxii
2.3.2    Indicator of Food Quality .....	xxxiii
2.3.3    Relationship between Food Quality and Customer Satisfaction .	xxxv
2.4    Service Quality .....	xxxv
2.4.1    Definition of Service Quality .....	xxxv
2.4.2    Benefit of Service Quality .....	xxxvii
2.4.3    Indicator of Service Quality .....	xxxviii
2.4.4    Relationship between Service Quality and Customer Satisfaction	
xxxix	
2.5    Previous Research.....	xl
2.6    Hypothesis Development .....	xli
2.7    Research Model .....	xli
2.8    Framework of Thinking .....	xliii
<b>CHAPTER III : RESEARCH METHODOLOGY.....</b>	<b>xliv</b>
3.1    Research Design .....	xliv

3.2	Population and Sample .....	xlv
3.2.1	Population .....	xlv
3.2.2	Sample.....	xlv
3.2.3	Sampling Method .....	xlv
3.3	Data Collection Method .....	xlvii
3.3.1	Primary Data .....	xlvii
3.3.2	Secondary Data.....	xlviii
3.4	Operational Definition and Variable Measurement.....	xlviii
3.5	Data Analysis Method.....	1
3.5.1	Research Instrument Testing.....	1
3.5.2	Classical Assumption Test .....	li
3.5.3	Descriptive Statistics.....	lili
3.5.4	Multiple Linear Regression Analysis .....	lv
3.5.5	Determination Test .....	lvi
3.5.6	Hypothesis Test .....	lvi

<b>CHAPTER IV : RESEARCH RESULT AND DISCUSSION .....</b>	<b>lix</b>	
4.1	General View of Research Object .....	lix
4.1.1	General Overview of PT Maju Ramen Utama, Medan .....	lix
4.1.2	Vision and Mission .....	lxii
4.1.3	Organizational Structure .....	lxii
4.2	Research Result .....	lxv
4.2.1	Research Instrument Test.....	lxv
4.2.2	Descriptive Statistics.....	lxix
4.2.3	Result of Data Quality Testing .....	xc

4.2.4	Coefficient of Correlation .....	xcvii
4.2.5	Coefficient of Determination .....	xcviii
4.2.6	Result of Hypothesis Testing .....	xcix
4.3	Discussion .....	ci
<b>CHAPTER V : CONCLUSION .....</b>		<b>cvi</b>
5.1	Conclusion.....	cvi
5.2	Recommendation.....	cvi
<b>REFERENCES .....</b>		<b>cxi</b>

## LIST OF FIGURES

	page
Figure 1.1 Number of Customer Complain in Marutama from July-December 2021 .....	xix
Figure 1.2 Complaints from Marutama's Customer from July-December 2021 ..	xx
Figure 2.1 Research Model .....	xlii
Figure 2.2 Framework of Thinking.....	xliii
Figure 4.1 Organizational Structure of PT Maju Ramen Utama Medan .....	lxii
Figure 4.2 Histogram Heteroscedasticity Test of Customer Satisfaction .....	xcii
Figure 4.3 Scatter Plot Heteroscedasticity Test of Customer Satisfaction .....	xcii

## LIST OF TABLES

	page
Table 2.1 Previous Research .....	xl
Table 3.1 Definition of Operational Variables .....	xlix
Table 3.2 5-points Likert Scale .....	1
Table 3.3 Level of Validity .....	1
Table 4.1 Result of Validity Test towards Food Quality .....	lxvi
Table 4.2 Result of Validity Test towards Food Quality .....	lxvii
Table 4.3 Result of Validity Test towards Customer Satisfaction .....	lxvii
Table 4.4 Reliability Test Result of Food Quality.....	lxviii
Table 4.5 Gender of Respondents.....	lxix
Table 4.6 Age of Respondents.....	lxx
Table 4.7 Occupation of Respondents .....	lxxi
Table 4.8 The Likert Scale Measurement .....	lxxii
Table 4.9 Class Division Based on Mean of Respondent Answer .....	lxxii
Table 4.10 Respondents' Answers of Food Quality Variable .....	lxxiii
Table 4.11 Frequency of Respondents' Answers of Food Quality Variable ....	lxxiv
Table 4.12 Respondents' Answers of Service Quality Variable .....	lxxix
Table 4.13 Frequency of Respondents' Answers of Service Quality Variable..	lxxx
Table 4.14 Respondents' Answers of Customer Satisfaction Variable .....	lxxxvi
Table 4.15 Frequency of Respondents' Answers of Customer Satisfaction Variable.....	lxxxvi
Table 4.16 Kolmogorov-Smirnov Test Result .....	xcii

Table 4.17 Heteroscdasticity Test: Glejser Test.....	xciii
Table 4.18 Multicollinearity Test: Collinearity Statistics .....	xciv
Table 4.19 Linearity Test Results of Food Quality Variable .....	xciv
Table 4.20 Linearity Test Results of Service Quality Variable .....	xcv
Table 4.21 Multiple Linear Regression Analysis ..	<b>Error! Bookmark not defined.</b>
Table 4.22 Coefficient of Correlation Analysis Result.....	xcviii
Table 4.23 Coefficient of Determination Analysis Result .....	xcviii
Table 4.24 t-test Result .....	xcix
Table 4.25 F-test Result .....	c

## **LIST OF APPENDICES**

	page
APPENDIX A : COMPANY'S DATA OF CUSTOMER COMPLAIN THROUGH INSTAGRAM DIRECT MESSAGE.....	A-cxvii
APPENDIX B : COMPANY'S DATA OF CUSTOMER COMPLAIN THROUGH GOOGLE FORM.....	B-cxviii
APPENDIX C : QUESTIONNAIRE .....	C-cxix
APPENDIX D : PRE-TEST RESPONDENT DATA .....	D-cxxvi
APPENDIX E : VALIDITY AND RELIABILITY TEST RESULT.....	E-cxxx
APPENDIX F : MAIN TEST RESPONDENT DATA .....	F-cxxxii
APPENDIX G : DESCRIPTIVE STATISTICS AND FREQUENCY .....	G-cxl
APPENDIX H : SPSS V.25 DATA OUTPUT.....	H-cxlix