

## TABLE OF CONTENT

### COVER PAGE

### TITLE PAGE

### 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 ..... xiii

### LIST OF TABLES ..... xiv

### LIST OF APPENDICES..... xv

## CHAPTER I INTRODUCTION

### 1.1 Background of The Study ..... 1

### 1.2 Problem Limitation ..... 6

### 1.3 Problem Formulation ..... 6

### 1.4 Research Purposes ..... 7

### 1.5 Benefit of The Research ..... 7

## CHAPTER II THEORITICAL BACKGROUND

### 2.1 Theoretical Background..... 9

#### 2.1.1 Hospitality Management ..... 9

#### 2.1.2 Price Theory ..... 9

##### 2.1.2.1 Price Definition..... 9

##### 2.1.2.2 Benefits of Pricing ..... 10

##### 2.1.2.3 Pricing Method ..... 11

##### 2.1.2.4 Price Indicator..... 12

2.1.3	Service Quality Theory .....	13
2.1.3.1	Service Quality Definition .....	13
2.1.3.2	Alternative Service Quality .....	14
2.1.3.3	Benefits of Service Quality .....	15
2.1.3.4	Factor Supporting Service Quality .....	16
2.1.3.5	Service Quality Indicators .....	17
2.1.4	Customer Satisfaction Theory .....	18
2.1.4.1	Customer Satisfaction Definition .....	18
2.1.4.2	Customer Satisfaction Paradigm .....	19
2.1.4.3	Benefits of Customer Satisfaction .....	20
2.1.4.4	Customer Satisfaction Indicators .....	20
2.1.5	Relationship Between Price and Customer Satisfaction .....	21
2.1.6	Relationship Between Service Quality and Customer Satisfaction .....	22
2.2	Previous Research .....	22
2.3	Hypothesis .....	23
2.4	Research Model .....	23
2.5	Framework of Thinking .....	24

### **CHAPTER III RESEARCH METHODOLOGY**

3.1	Research Design .....	26
3.2	Population and Sample .....	26
3.2.1	Research Population .....	26
3.2.2	Research Sample .....	27
3.3	Data Collection Method .....	27
3.4	Definition of Operational Variable .....	28
3.5	Data Analysis Method .....	30
3.5.1	Research Instrument Test .....	30
3.5.1.1	Validity Test .....	30
3.5.1.2	Reliability Test .....	31
3.5.2	Classic Assumption Test .....	32
3.5.2.1	Normality Test .....	32
3.5.2.2	Multicollinearity Test .....	33
3.5.2.3	Heteroscedasticity Test .....	33
3.5.2.4	Multiple Regression Linear .....	33

3.5.3 Hypothesis Testing.....	34
3.5.3.1 Partial Hypothesis Testing.....	34
3.5.3.2 Simultaneous Hypothesis Testing.....	34
3.5.3.3 Determination Coefficient .....	35

## **CHAPTER IV DATA ANALYSIS AND DISCUSSION**

4.1 General View of Research Object .....	37
4.1.1 Research Object View .....	37
4.2 Research Result .....	39
4.2.1 Result of Data Quality Testing.....	40
4.2.1.1 Validity Test .....	40
4.2.1.2 Reliability Test.....	42
4.2.1.3 Descriptive Statistic .....	43
4.2.1.4 Descriptive Statistic .....	44
4.2.2 Classic Assumption Testing.....	45
4.2.1.5 Normality Test .....	45
4.2.1.6 Multicollinearity Test .....	47
4.2.1.7 Heteroscedasticity Test.....	47
4.2.3 Result of Hypothesis Testing .....	48
4.2.3.1 Multiple Linear Regression Analysis .....	48
4.2.3.1 Hypothesis Test (Partial) .....	49
4.2.3.1 Hypothesis Test (Simultaneously).....	50
4.2.3.2 Determination Coefficient .....	51
4.3 Discussion.....	51

## **BAB V CONCLUSION AND SUGGESTIONS**

5.1 Conclusion .....	53
5.2 Suggestion.....	53

<b>REFERENCES.....</b>	<b>54</b>
------------------------	-----------

## LIST OF TABLES

Table 1.1	Haikou Restaurant Sales Data.....	2
Table 1.2	Price and Sales Complaint .....	5
Table 2.1	Previous Research .....	21
Table 3.1	Definition of Operational Variable .....	30
Table 4.1	Result of Price Variable Validity Testing .....	40
Table 4.2	Result of Service Quality Variable Validity Testing .....	41
Table 4.3	Result of Customer Satisfaction Variable Validity Testing .....	41
Table 4.4	Result of Price Variable Reliability Testing .....	42
Table 4.5	Result of Service Quality Variable Reliability Testing.....	42
Table 4.6	Result of Customer Satisfaction Variable Reliability Testing .....	42
Table 4.7	Respondent Identity Based on Gender .....	43
Table 4.8	Respondent Identity Based on Purchase Frequency .....	43
Table 4.9	Respondent Identity Based on Restaurant Information .....	44
Table 4.10	Mean, Median, and Mode .....	44
Table 4.11	One Sample Kolmogorov – Smirnov Test .....	45
Table 4.12	Multicollinearity Test.....	46
Table 4.13	Multiple Linear Regression Analysis .....	47
Table 4.14	Partial Hypothesis Testing .....	48
Table 4.15	Simultaneously Hypothesis Test.....	49
Table 4.16	Determination Coefficient Test.....	50

## LIST OF FIGURES

Figures 1.1 Haiku Restaurant Price Complaint.....	3
Figures 1.2 Haiku Restaurant Complaint.....	4
Figures 1.3 Haiku Restaurant Complaint.....	5
Figures 2.1 Theoretical Framework.....	23
Figures 4.1 Haiku Restaurant Outdoor.....	37
Figures 4.2 Haiku Restaurant Indoor.....	38
Figures 4.3 Haiku Restaurant Menu.....	39
Figures 4.4 Histogram Graph.....	45
Figures 4.5 Normal <i>Probability Plot of Regression</i> .....	46
Figures 4.6 Scatterplot Graph.....	48

## LIST OF APPENDICES

Appendix 1	Questionnaire.....	A-1
Appendix 2	Pre-Test Tabulation Data.....	B-1
Appendix 3	Food Quality Validity Test Result.....	C-1
Appendix 4	Food Quality Reliability Test Result.....	D-1
Appendix 5	Service Quality Validity Test Result.....	E-1
Appendix 6	Service Quality Reliability Test Result.....	F-1
Appendix 7	Customer Satisfaction Validity Test Result.....	G-1
Appendix 8	Customer Satisfaction Reliability Test Result.....	H-1
Appendix 9	Real Test Tabulation Data.....	I-1
Appendix 10	Real Test Output.....	J-1