

## TABLE OF CONTENTS

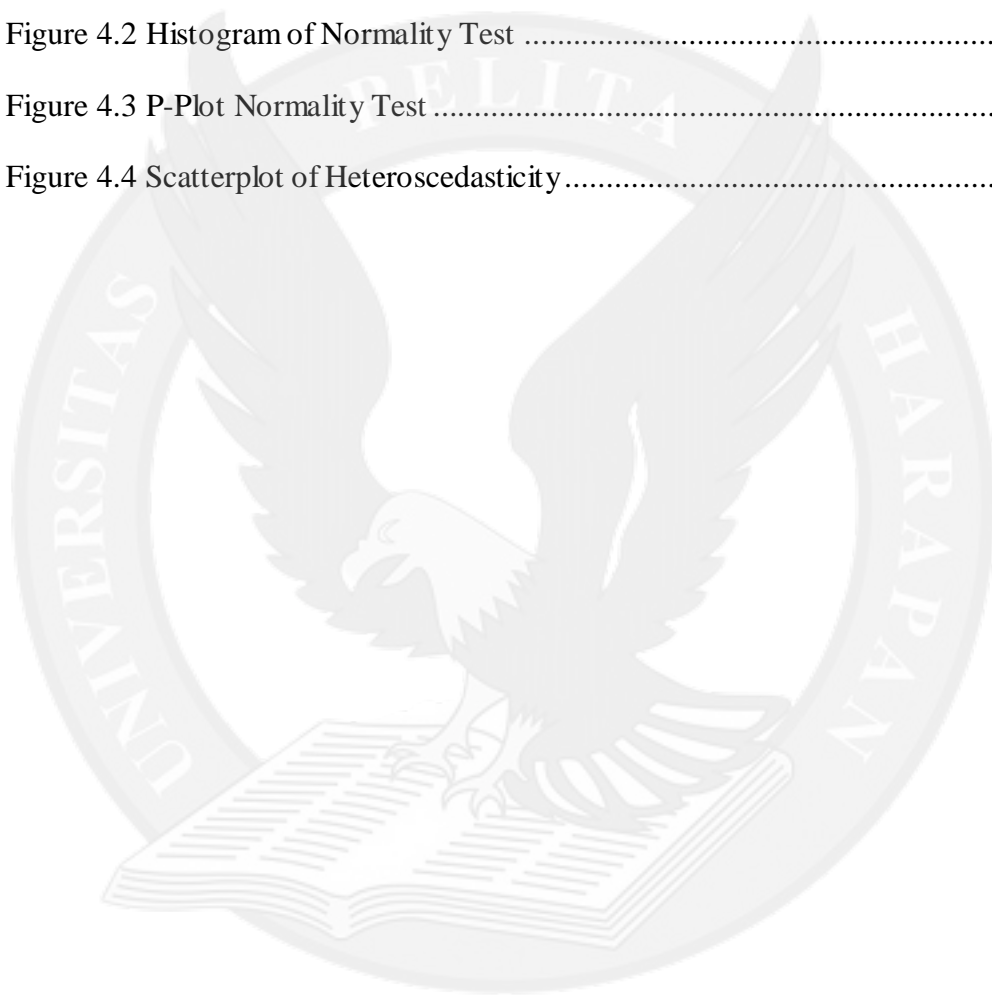
	Page
<b>COVER PAGE</b>	
<b>TITLE PAGE</b>	
<b>DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT .....</b>	<b>ii</b>
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR.....</b>	<b>iv</b>
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE .....</b>	<b>v</b>
<b>ABSTRACT .....</b>	<b>vi</b>
<b>ABSTRAK.....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

2.1 Theoretical Background.....	6
2.1.1 Hospitality.....	6
2.2 Service Quality.....	6
2.2.1 Definition of Service Quality.....	6
2.2.2 Flower of Service .....	7
2.2.3 Basic Dimension of Service Quality .....	9
2.3 Price .....	12
2.3.1 Definition of Price.....	12
2.3.2 Indicators of Price .....	12
2.4 Customer Satisfaction.....	13
2.4.1 Definition of Customer Satisfaction .....	13
2.4.2 Factor Supporting Customer Satisfaction .....	14
2.4.3 Types of Satisfaction and Dissatisfaction .....	15
2.4.4 Relationship Between Service Quality, Price and Customer Satisfaction.....	16
2.5 Previous Research .....	17
2.6 Hypothesis Development .....	18
2.7 Research Model.....	19
2.8 Framework of Thinking.....	20
<b>CHAPTER III.....</b>	<b>22</b>
3.1 Research Design.....	22
3.2 Population and Sample .....	23
3.3 Data Collection Method.....	24
3.4 Operational Variable Definition and Variable Measurement .....	26
3.5 Data Analysis Method.....	29
3.5.1 Descriptive Statistic.....	29
3.5.2 Validity Test.....	31
3.5.3 Reability Test .....	33
3.5.4 Normality Test.....	34

3.5.5 Determination Test .....	35
3.5.6 Multiple Regression.....	35
3.5.7 Heteroscedasticity test .....	36
3.5.8 Multicollarity Test .....	36
3.5.9 F Test .....	36
3.5.10 T Test.....	37
3.5.11 Hypothesis Test .....	37
<b>CHAPTER IV .....</b>	<b>38</b>
4.1 General View of “Research Object” .....	38
4.1.1 Vision and Mission.....	38
4.1.2 Organization Structure.....	39
4.2 Research Result .....	40
4.2.1 Test of Research Instrument.....	40
4.2.1.1 Result of Validity Test .....	40
4.2.1.2 Result of Reliability Test.....	42
4.2.2 Descriptive Statistic .....	43
4.2.3 Respondents Characteristics.....	43
4.2.4 Explanation of Respondents on Research Variables .....	44
4.2.5 Result of Data Quality Testing.....	64
4.2.5.1 Classical Assumption Testing Result.....	64
4.2.5.2 Regression Equation .....	68
4.2.6 Result of Hypothesis Testing .....	70
4.2.6.1 Coefficient of Determination.....	70
4.2.6.2 Hypothesis Test .....	70
4.3 Discussion.....	72
<b>CHAPTER V.....</b>	<b>75</b>
5.1 Conclusion .....	75
5.2 Recommendation.....	75
<b>REFERENCES .....</b>	<b>77</b>

## LIST OF FIGURES

	<b>Page</b>
Figure 1.1 Online Review.....	2
Figure 1.2 Food Price .....	3
Figure 2.1 Research Model.....	19
Figure 4.1 Organizational Structure .....	39
Figure 4.2 Histogram of Normality Test .....	65
Figure 4.3 P-Plot Normality Test .....	65
Figure 4.4 Scatterplot of Heteroscedasticity .....	67

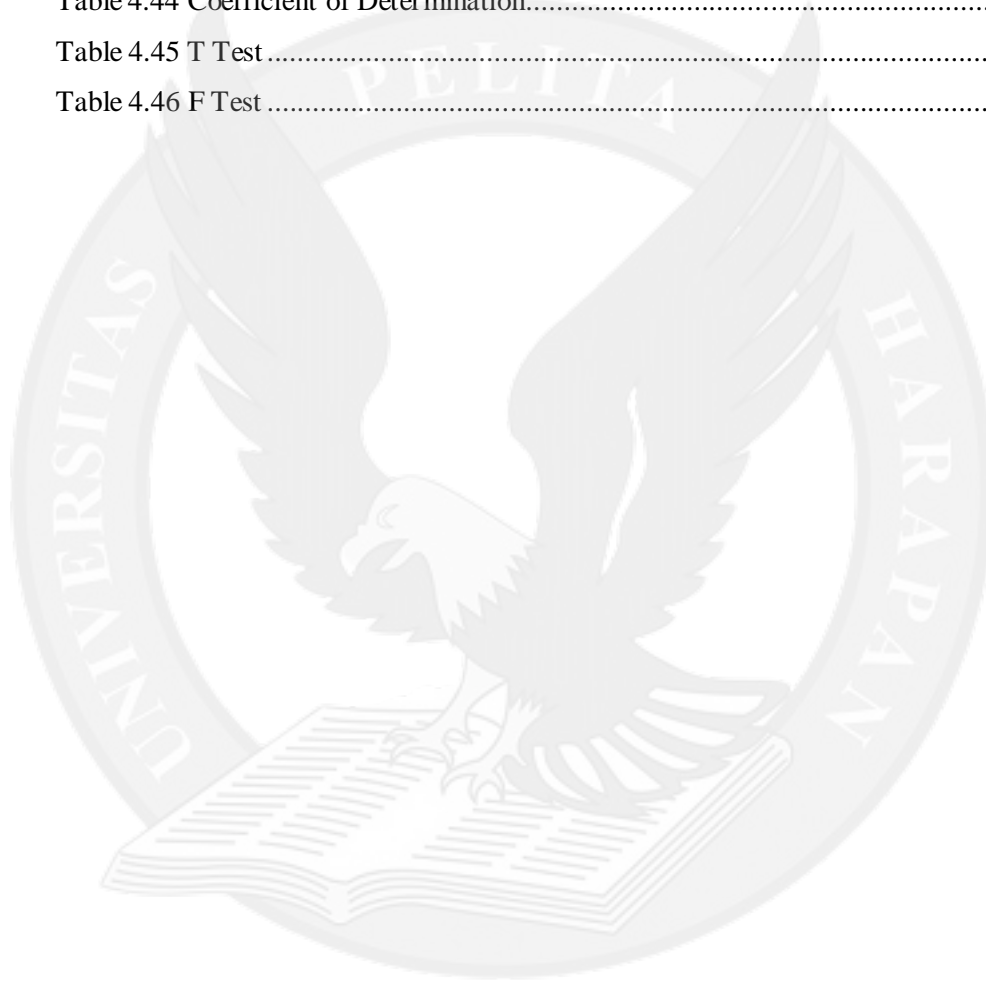


## LIST OF TABLES

Table 2.1 Previous Research.....	17
Table 3.1 Operational Variables .....	28
Table 3.2 Likert Scale .....	33
Table 4.1 Validity Test of Service Quality .....	40
Table 4.2 Validity Test of Price .....	41
Table 4.3 Validity Test of Customer Satisfaction .....	41
Table 4.4 Reliability Test of Service Quality .....	42
Table 4.5 Reliability Test of Price.....	42
Table 4.6 Reliability Test of Customer Satisfaction .....	42
Table 4.7 Respondents identity based on visited and made purchase .....	43
Table 4.8 Respondent identity based on gender .....	43
Table 4.9 Respondent identity based on age.....	44
Table 4.10 X1_1 : Ritz Café employees communicate and explaining clearly to customer during their order .....	45
Table 4.11 X1_2 : Ritz Café employees have accuracy in calculating customers bill .....	45
Table 4.12 X1_3 : Ritz Café employees serve and take order quickly from customers .....	46
Table 4.13 X1_4 : the food process do not take long time to serve customers that visit Ritz Café .....	47
Table 4.14 X1_5 : The ambience of Ritz Café makes customer feel comfortable during the visit .....	47
Table 4.15 X1_6 : Ritz Café employees serve customer with a positive manner.....	48
Table 4.16 X1_7 : Ritz Café employees serving a service based on their standard and consistent all the time.....	48
Table 4.17 X1_8 : Ritz Café employee takes a fast respond towards customer request .....	49
Table 4.18 X1_9 : Ritz Café do got a simple yet calm design .....	49
Table 4.19 X1_10 : Ritz Café employees handle the seats for guest in a good strategies.....	50
Table 4.20 Questionnaires Analysis of Service Quality.....	51

Table 4.21 X2_1 . the prices set for food and beverages at Ritz Café are reasonable .....	52
Table 4.22 X2_2 : Ritz Café sets affordable price for their dishes .....	52
Table 4.23X2_3 : The prices of the food and beverages at Ritz Café are more affordable than those of others .....	53
Table 4.24 X2_4 : Ritz Café have their food and beverages prices competitively, comparing to rivals.....	53
Table 4.25 X2_5 : The price set at Ritz Café in accordance with the quality of the food and beverages they offer.....	54
Table 4.26 X2_6 : The price of the food and beverages that I pay at Ritz Café are in accordance with the portion of the food .....	54
Table 4.27 X2_7 : Customer that comes to Ritz Café get the benefits while purchasing the food .....	55
Table 4.28 Questionnaires Analysis of Price .....	56
Table 4.29 Y_1 : Ritz Café serve a good quality of product to customer .....	56
Table 4.30 Y_2 : Ritz Café serve a fresh quality product to the customer .....	57
Table 4.31 Y_3 : Price of the product do suitable with the product that is served .....	58
Table 4.32 Y_4 : there are variants of price that are available to afford .....	58
Table 4.33Y_5 : Ritz Café employee serve a consistent service to the customer .....	59
Table 4.34 Y_6 : Attitude that is deliver do complete the overall service quality .....	59
Table 4.35 Y_7 : Customer that visit Ritz Café restaurant always treat pleasantly .....	60
Table 4.36 Y_8 : Ritz Café restaurant always treat pleasantly .....	60
Table 4.37 Y_9 : Ritz Café provide a huge parking spaces for their customer to park into their lot.....	61

Table 4.38 Y <sub>10</sub> : the location of Ritz Café is strategic and easy to find .....	62
Table 4.39 Questionnaires Analysis of Customer Satisfaction.....	62
Table 4.40 Mean, Median Mode Statistic Calculation .....	63
Table 4.41 Normality Test.....	66
Table 4.42 Multicolliniarity Test .....	68
Table 4.43 Multiregresion Test.....	69
Table 4.44 Coefficient of Determination.....	70
Table 4.45 T Test .....	71
Table 4.46 F Test .....	71



## LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE.....	A-1
APPENDIX B: DATA OF RESPONDENTS ANSWER FOR SERVICE QUALITY.....	B-1
APPENDIX C: DATA OF RESPONDENTS ANSWER FOR PRICE.....	C-1
APPENDIX D: DATA OF RESPONDENTS ANSWER FOR CUSTOMER SATISFACTION.....	D-1
APPENDIX E: SPSS OUTPUT RESULT FOR INSTRUMENT TEST.....	E-1
APPENDIX F: SPSS OUTPUT REGRESSION RESULT.....	F-1
APPENDIX G: SPSS RELIABILITY TEST.....	G-1
APPENDIX H: PHOTO OF MENU AND PRICE IN RITZ CAFÉ.....	H-1

