

Table of Contents

APPROVAL PAGE BY FINAL PAPER ADVISOR	i
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	ii
ABSTRACT	iii
ABSTRAK	iv
PREFACE	v
TABLE OF CONTENTS.....	vii
LIST OF FIGURES	xi
LIST OF TABLES	xiii
LIST OF APPENDICES	xvi
CHAPTER 1 INTRODUCTION	1
1.1. Background of the Study.....	1
1.2. Problem Limitation	13
1.3. Problem Formulation.....	13
1.4. Objective of the Research.....	14
1.5. Benefit of the Research.....	15
1.5.1. Theoretical Benefit	15
1.5.2. Practical Benefit	15
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS	
DEVELOPMENT	17
2.1. Theoretical Background.....	17

2.1.1.	Customer Loyalty.....	17
2.1.2.	Customer Satisfaction.....	18
2.1.3.	Service Quality.....	19
2.1.4.	Social Enjoyment.....	20
2.1.5.	Cleanness	21
2.1.6.	Aesthetics	22
2.1.7.	Cost.....	23
2.2.	Previous Research	24
2.3.	Hypothesis Development	28
2.3.1.	The Influence of Service Quality towards Customer Satisfaction	28
2.3.2.	The Influence of Social Enjoyment towards Customer Satisfaction ..	29
2.3.3.	The Influence of Cleanness towards Customer Satisfaction.....	29
2.3.4.	The Influence of Aesthetics towards Customer Satisfaction.....	30
2.3.5.	The Influence of Cost towards Customer Satisfaction.....	30
2.3.6.	The Influence of Customer Satisfaction towards Customer Loyalty .	31
2.4.	Research Model	31
2.5.	Framework of Thinking	33
CHAPTER III RESEARCH METHODOLOGY		35
3.1	Research Design	35
3.2	Population and Sample	36

3.3	Data Collection Method	37
3.4	Operational Definition and Variable Measurement	39
3.5	Data Analysis Method	41
3.5.1.	Test of Research Instrument	41
3.5.2.	Classical Assumption Test	43
3.5.3.	Data Analysis	45
CHAPTER IV DATA ANALYSIS AND DISCUSSION		55
4.1	General View of Brothers Café Medan	55
4.2	Pre-Test Research Result	56
4.2.1	Pre- Test Instrument Testing	56
4.3	Full Sampling Research Result	58
4.3.1	Descriptive Statistics	58
4.3.2	Analysis Descriptive Variable	68
4.3.3	Full Sampling Instrument Testing	80
4.3.4	Classic Assumption Test	82
4.3.5	Inferential Statistics	87
4.3.5.1	Linear Regresssion	87
4.3.6	Hypothesis Testing	91
4.3.6.1	F-Test	91
4.3.6.2	T-Test	92
4.4	Discussion	95
CHAPTER V CONCLUSION, IMPLICATION AND		
RECOMMENDATION		111
5.1	Conclusion	111
5.1.1	Conclusion for Hypothesis	111
5.1.2	Conclusion for Research Problem	117

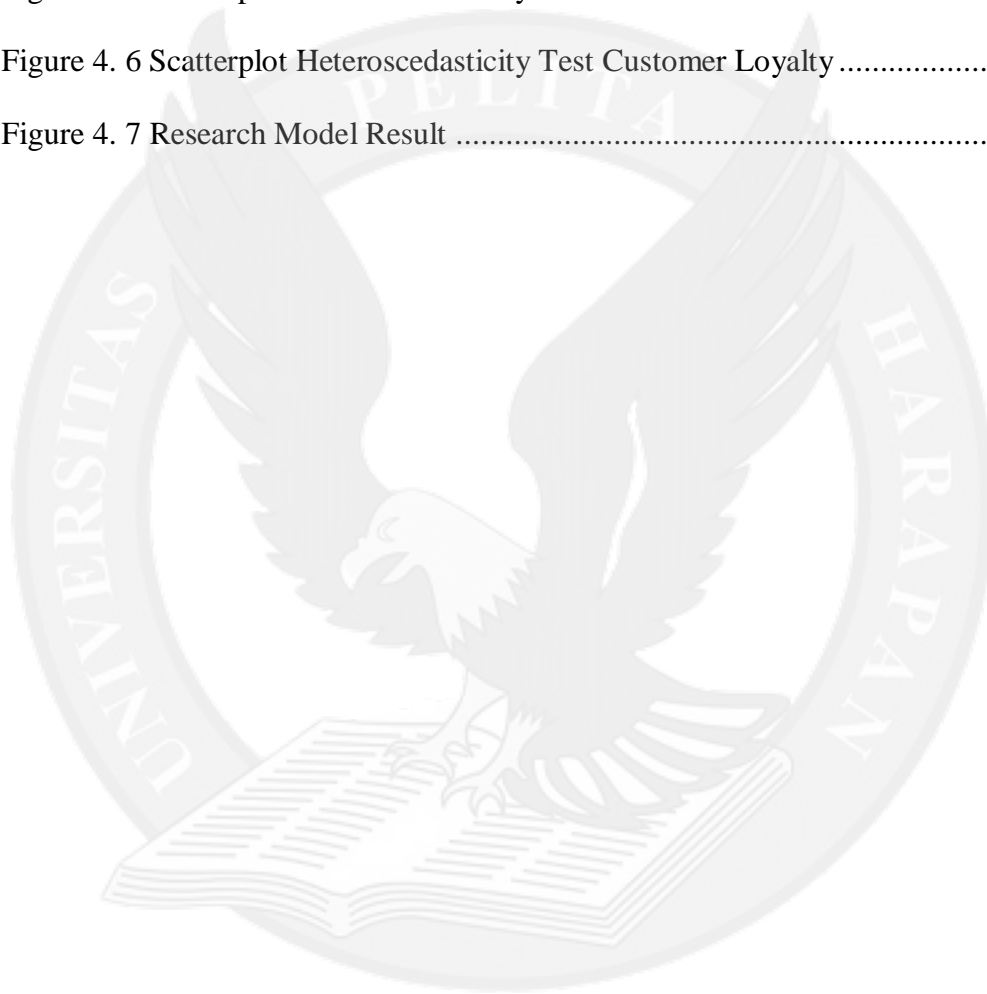
5.2	Recommendation	118
5.2.1	Theoretical Implication	118
5.2.2	Managerial Implication	119
5.2.3	Recommendation for Future Research	122
REFERENCES	124



LIST OF FIGURES

Figure 1. 1 The location of Brothers Cafe Medan via Google Maps Source: https://tinyurl.com/528kn7rr , retrieved in 2022, July 19	4
Figure 1. 2 Brothers Café dish Source: https://tinyurl.com/5fzykkz2 , retrieved in 2022, July 19	4
Figure 1. 3 Brothers Café interior Source: https://tinyurl.com/2p8nukpx , retrieved in 2022, July 19	5
Figure 1. 4 Brothers Café google review on Customer Satisfaction Source: https://tinyurl.com/497sxshy	8
Figure 1. 5 Brothers Café customer’s review on Service Quality Source: https://tinyurl.com/4jhfk68	9
Figure 1. 6 Brothers Café Social Enjoyment Source: https://tinyurl.com/4jhfk68	10
Figure 1. 7 Brothers Café Cleanness Source: https://tinyurl.com/bdz6zm2c	10
Figure 1. 8 Brothers Café Aesthetics Source: https://tinyurl.com/44samw52	11
Figure 1. 9 Brothers Café Menu Costs Source: https://tinyurl.com/5d7bs3xj	12
Figure 2. 1 Research Model from previous research Source : Granizo and Schlosser (2019)	26
Figure 2. 2 Research Model from previous research Source : Granizo and Schlosser (2019)	26
Figure 2. 3 Research Model Source: Prepared by the writer (2022)	32

Figure 4. 1 Diagram of Respondents by Age	59
Figure 4. 2Diagram of Respondents by Gender	60
Figure 4. 3 Plot of Normality Test Customer Satisfaction.....	83
Figure 4. 4 Plot of Normality Test Customer Loyalty	83
Figure 4. 5 Scatterplot Heteroscedasticity Test Customer Satisfaction.....	86
Figure 4. 6 Scatterplot Heteroscedasticity Test Customer Loyalty	86
Figure 4. 7 Research Model Result	95



LIST OF TABLES

Tabel 2. 1 Comparisons of Previous Research.....	24
Table 3. 1 Questionnaire Design	38
Table 3. 2 Likert 1-5 Scale Score and Category.....	39
Table 3. 3 Operational Definition and Variable Measurement	40
Table 3. 4 Correlation Coefficient Interpretation	51
Table 4. 1 Pre-Test Validity Test Result on Service Quality	56
Table 4. 2 Pre-Test Validity Test Result on Cleanness	56
Table 4. 3 Pre-Test Validity Test Result onAesthetics.....	56
Table 4. 4 Pre-Test Validity Test Result on Cost.....	57
Table 4. 5 Pre-Test Validity Test Result on Cost.....	57
Table 4. 6 Pre-Test Validity Test Result on Customer Satisfaction.....	57
Table 4. 7 Pre-Test Validity Test Result on Customer Loyalty	57
Table 4. 8 Pre-Test Reliability Test.....	58
Table 4. 9 Respondents by Age.....	59
Table 4. 10 Respondents by Gender	60
Table 4. 11 Degree of Assessment of EachVariable	61
Table 4. 12Respondent’s Responses towards Service Quality	62
Table 4. 13 Respondents’ Responses towards Social Enjoyment	63
Table 4. 14 Respondents’ Responses towards Cleanness	64
Table 4. 15 Respondents’ Responses towards Aesthetics	65

Table 4. 16 Respondents' Responses towards Cost	66
Table 4. 17 Respondents' Responses towards Customer Satisfaction	67
Table 4. 18 Respodents' Responses Towards Customer Loyalty	68
Table 4. 19 Distribution of Respondents' Responses on Service Quality	69
Table 4. 20 Distribution of Respondents' Responses on Social Enjoyment.....	71
Table 4. 21 Distribution of Respondents' Responses on Cleanness.....	72
Table 4. 22 Distribution of Respondents' Responses on Aesthetics	74
Table 4. 23 Distribution of Respondents' Responses on Cost	75
Table 4. 24 Distribution of Respondents' Responses on Customer Satisfaction ..	77
Table 4. 25 Distribution of Respondents' Responses on Customer Loyalty	78
Table 4. 26 Full Sampling Validity Test on Service Quality	80
Table 4. 27 Full Sampling Validity Test on Cleanness	80
Table 4. 28 Full Sampling Validity Test on Aesthetics	80
Table 4. 29 Full Sampling Validity Test on Cost.....	81
Table 4. 30 Full Sampling Validity Test on Social Enjoyment	81
Table 4. 31 Full Sampling Validity Test on Customer Satisfaction	81
Table 4. 32 Full Sampling Validity Test on Customer Loyalty	81
Table 4. 33 Full Sampling Reliability Test	81
Table 4. 34Kolmogorov Smirnov for Brothers Café Medan One-Sample Kolmogorov-Smirnov Test	82
Table 4. 35 Linearity Test Result	84
Table 4. 36 Tolerance Value and VIF.....	84
Table 4. 37 Spearman Test Correlation	86

Table 4. 38 Simple Regression Testing Result	87
Table 4. 39 Multiple Linear Regression Testing Result	88
Table 4. 40 Coefficient of Determination Output 1 (R^2)	90
Table 4. 41 Coefficient of Determination Output 2 (R^2)	91
Table 4. 42 F-Test Output	92
Table 4. 43 T-Test Output	93
Table 4. 44 Validity and Mean Rating of Indicators of Customer Satisfaction ..	101
Table 4. 45 Validity and Mean Rating of Indicators of Aesthetics	102
Table 4. 46 Validity and Mean Rating of Indicators of Service Quality	104
Table 4. 47 Validity and Mean Rating of Indicators of Social Enjoyment	105
Table 4. 48 Validity and Mean Rating of Indicators of Costs	107
Table 4. 49 Validity and Mean Rating of Indicators of Cleanness	108
Table 5. 1 Theoretical Implication	118
Table 5. 2 Managerial Implication	121

LIST OF APPENDICES

APPENDIX A QUESTIONNAIRE	A-1
APPENDIX B PRE-TEST DATA TABULATION.....	B-1
APPENDIX C PRE-TEST DATA QUALITY ANALYSIS USING SPSS 25.00	C-1
APPENDIX D FULL SAMPLING DATA TABULATION.....	D-1
APPENDIX E DATA CALCULATION RESULT USING SPSS 25.00.....	E-1
APPENDIX F DATA QUALITY ANALYSIS	F-1
APPENDIX G RESEARCH MODEL TESTING.....	G-1
APPENDIX H HYPOTHESIS ANALYSIS	H-1
APPENDIX I TURNITIN REPORT	I-1

