

TABLE OF CONTENTS

	page
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	v
ABSTRAK	vi
PREFACE	vii
TABLE OF CONTENTS.....	x
LIST OF FIGURES	xiv
LIST OF TABLES	xv
LIST OF APPENDICES	xvii
CHAPTER I INTRODUCTION	
1.1 Background of the Study	1
1.2 Problem Limitation.....	4
1.3 Problem Formulation	4
1.4 Objective of the Research.....	4
1.5 Benefit of the Research.....	5
1.5.1 Theoretical Benefit	5
1.5.2 Practical Benefit.....	6
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	
2.1 Theoretical Background.....	7
2.1.1 Hospitality Management.....	7
2.1.2 Service Quality	8
2.1.2.1 Definition of Service Quality	8

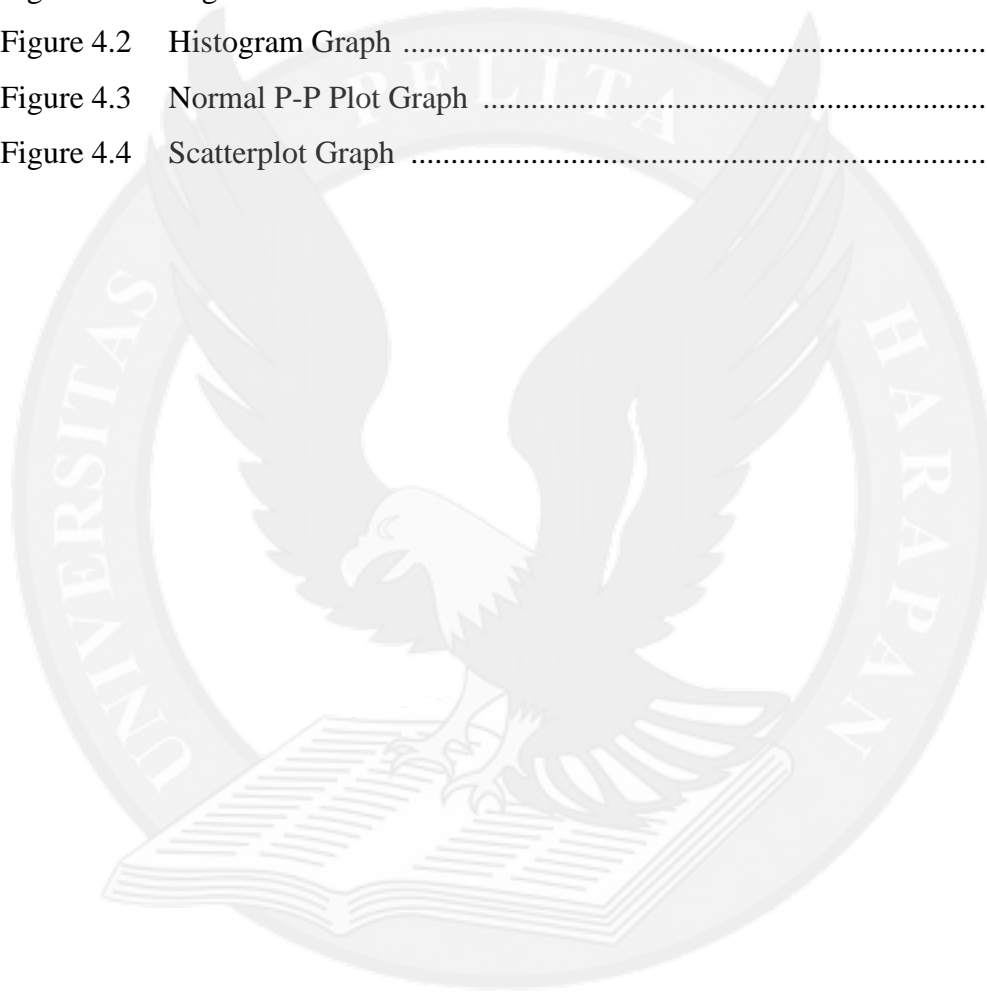
2.1.2.2	Roles of Service Quality	9
2.1.2.3	Factors of Service Quality	11
2.1.2.4	Indicators of Service Quality	11
2.1.3	Customer Satisfaction	13
2.1.3.1	Definition of Customer Satisfaction	13
2.1.3.2	Factors of Customer Satisfaction	14
2.1.3.3	Stages of Customer Satisfaction	14
2.1.3.4	Indicators of Customer Satisfaction.....	16
2.1.4	Relationship between Service Quality towards Customer Satisfaction.....	17
2.2	Previous Research.....	18
2.3	Hypothesis Development.....	18
2.4	Research Model	20
2.5	Framework of Thinking.....	21
 CHAPTER III RESEARCH METHODOLOGY		
3.1	Research Design	22
3.2	Population and Sample	22
3.2.1	Research Location and Time	23
3.2.2	Population	23
3.2.3	Sample	23
3.3	Data Collection Method.....	24
3.4	Operational Variable Definition and Variable Measurement.....	24
3.5	Research Instrument Test	26
3.5.1	Validity and Reliability Test.....	26
3.5.2	Descriptive Statistics.....	27
3.5.3	Classic Assumption Test	30
3.5.4	Simple Linear Regression Analysis.....	32
3.5.5	Hyphotesis Test.....	33

CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1	General View of Research Object	35
4.1.1	Brief Overview of Coffee Locale Medan	35
4.1.2	Organizational Structure of Opal Coffee Indonesia Medan	36
4.2	Research Result	37
4.2.1	Test of Research Instrument	37
4.2.1.1	Validity Test.....	38
4.2.1.2	Reliability Test.....	39
4.2.2	Descriptive Statistics.....	40
4.2.2.1	Respondent Characteristics	40
4.2.2.2	Participants of Respondents Answers on Variables.....	41
4.2.2.3	Mean, Median, Mode	52
4.2.3	Result of Data Quality Testing	57
4.2.3.1	Classical Assumption Testing Results	57
4.2.3.2	Simple Linear Regression Analysis	61
4.2.4	Result of Hypothesis Testing.....	62
4.2.4.1	Coefficient of Determination	62
4.2.4.2	T test.....	62
4.3	Discussion.....	63
 CHAPTER V CONCLUSION		
5.1	Conclusion	66
5.2	Recommendation	67
 BIBLIOGRAPHY		
69		

LIST OF FIGURES

	page
Figure 2.1 Research Model	20
Figure 2.2 Framework of Thinking	21
Figure 4.1 Organizational Structure	36
Figure 4.2 Histogram Graph	57
Figure 4.3 Normal P-P Plot Graph	58
Figure 4.4 Scatterplot Graph	60



LIST OF TABLES

	page
Table 1.1	Complaints Data of Coffee Locale.....3
Table 2.1	Previous Research.....18
Table 3.1	Indicator of Operational Variable X25
Table 3.2	Indicator of Operational Variable Y25
Table 4.1	Validity Test for Service Quality38
Table 4.2	Validity Test for Customer Satisfaction.....39
Table 4.3	Reliability Test.....39
Table 4.4	Characteristics of Respondents Based on Age.....40
Table 4.5	Characteristics of Respondents Based on Gender.....41
Table 4.6	Characteristics of Respondents Based on Education41
Table 4.7	Question 1: Coffee Locale can provide good and correct service ...42
Table 4.8	Question 2: Coffee Locale provides fast and consistent service in the process of delivering order42
Table 4.9	Question 3: Coffee Locale has employees who are very active and friendly in handling various customer complaints43
Table 4.10	Question 4: Coffee Locale has employees who can explain various types of coffee desired by customer43
Table 4.11	Question 5: Coffee Locale can address any customer’s personal requests.....44
Table 4.12	Question 6: Coffee Locale always pay attention to customer’s enquiry44
Table 4.13	Question 7: Coffee Locale always provides updates for the orders placed by customers45
Table 4.14	Question 8: Coffee Locale always addressed any criticism, and suggestions about the services provided45
Table 4.15	Question 9: Coffee Locale has complete facilities in providing services to customers46
Table 4.16	Question 10: Coffee Locale has employees who are well-trained for service customers46
Table 4.17	Question 1: I am satisfied buying coffee products from Coffee Locale.....47
Table 4.18	Question 2: Coffee Locale always prioritize customers satisfaction 47
Table 4.19	Question 3: The products from Coffee Locale are in line with my expectations48
Table 4.20	Question 4: The products received from Coffee Locale are always according to my orders48

Table 4.21	Question 5: I will repurchase coffee and visit Coffee Locale again in next time	49
Table 4.22	Question 6: I will always be considering the various products offered by Coffee Locale	49
Table 4.23	Question 7: I am willing to recommend Coffee Locale to my friends and relatives	50
Table 4.24	Question 8: Coffee Locale is very recommended for hangout place and coffee shop	50
Table 4.25	Question 9: I will give criticism and suggestions to Coffee Locale for improvement whenever necessary	51
Table 4.26	Question 10: Coffee Locale always strives to address all suggestions and complaints so that customers feel satisfied	51
Table 4.27	Interval Range for Service Quality	52
Table 4.28	Interval Range for Customer Satisfaction	53
Table 4.29	Mean, Median, Mode and Standard Deviation	53
Table 4.30	Mean, Median Mode Variable Service Quality	54
Table 4.31	Mean, Median Mode Variable Satisfaction	55
Table 4.32	One Sample Kolmogorov Smirnov	58
Table 4.33	Linearity Test	59
Table 4.34	Glejser Test	60
Table 4.35	Simple Linear Regression	61
Table 4.36	Determination Test	62
Table 4.37	T Test	63

LIST OF APPENDICES

Appendix A: Questionnaire.....	A-1
Appendix B: Data Tabulation SPSS Output	B-1
Appendix C: Data of Respondent Answer from Questionnaire.....	C-1
Appendix D: SPSS Output.....	D-1
Appendix E: Distribution R Table	E-1
Appendix F: Distribution T Table.....	F-1
Appendix G: Letter	G-1

