TABLE OF CONTENT

COVER PAGE

DECLARATION OF AUTHENTICITY OF FINAL PAPER ANDUPLOAD 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 CONTENT x

LIST OF FIGURE xiviv

LIST OF TABLE xv

LIST OF APPENDICES xvii

CHAPTER I INTRODUCTION 1

1.1 Background of the Study 1

1.2 Problem Limitation 7

1.3 Problem Formulation 8

1.4 Objective of the Research 8

1.5 Benefit of the Research 9

1.5.1 Theoretical Benefit 9

1.5.2 Practical Benefit 9

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT 11

2.1 Theoretical Background 11

2.1.1 Hospitality Management 11

2.1.2 Hospitality Industry 12

2.1.3 Marketing 12

2.1.3.1 Marketing Mix 13

2.1.4 Servicescape 20
2.1.4.1 Definiton of Servicescape 20
2.1.4.2 Benefit of Servicescape 21
2.1.4.3 Importance of Servicescape 21
2.1.4.4 Indicators of Servicescape 22
2.1.5 Product Variety 23
2.1.5.1 Definition of Prodcut Variety 23
2.1.5.2 Benefit of Product Variety 24
2.1.5.3 Indicators of Product Variety 24
2.1.6 Customers' Buying Interest 25
2.1.6.1 Definition of Customers' Buying Interest 25
2.1.6.2 Benefit of Customers' Buying Interest 26
2.1.6.3 Indicators of Customers' Buying Interest 26
2.1.7 The Influence of Servicescape on Customers' Buying Interest 27
2.1.8 The Influence of Product Variety on Customers' Buying Interest 28
2.1.9 The Influence of Servicescape and Product Variety on Customers' Buying Interest 28
2.2 Previous Research 29
2.3 Hypothesis Development 311
2.4 Research Model 32
2.5 Framework of Thinking 344

CHAPTER III RESEARCH METHODOLOGY 35
3.1. Research Design 35
3.2. Population And Sample 36
3.2.1. Research Location and Time 36
3.2.2. Population 36
3.2.3. 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 Research Instrument Test 42
3.5.1.1 Validity Test 42
3.5.1.2 Reliability Test 43
3.5.2 Descriptive Statistics 43
3.5.3 Classical Assumption Test 46
3.5.3.1. Normality Test 46
3.5.3.2. Multicollinearity Test 47
3.5.3.3. Heteroscedasticity Test 48
3.5.4. Multiple Linear Regression Analysis 49
3.5.5. Hypothesis Test 50
3.5.5.1 T Test 50
3.5.5.2 F Test 50
3.5.5.1 Determination Test 51

CHAPTER IV RESEARCH RESULT AND DISCUSSION 52
4.1 General View of Rumah Makan Mbak Bolek, Medan 52
4.1.1 Brief Overview 52
4.1.2 Organizational structure 53
4.2 Research Result 57
4.2.1 Test of Research Instrument 57
4.2.1.1 Validity Test 58
4.2.1.2 Reliability Test 60
4.2.2 Descriptive Statistics 61
4.2.3 Result of Data Quality Testing 75
4.2.3.1 Classical Assumption Test 75
4.2.3.1.1 Normality Test 75
4.2.3.1.2 Multicollinearity Test 77
4.2.3.1.3 Heteroscedasticity Test 78
4.2.3.2 Multiple Linear Regression Analysis 759

4.2.4 Result of Hypothesis Testing 800
4.2.4.1 Partial Test (t Test) 800
4.2.4.2 Simultaneous Test (F Test) 811
4.2.4.3 Determination Test 82
4.3 Discussion 83

CHAPTER V CONCLUSION 877
5.1 Conclusion 877
5.2 Recommendation 888

REFERENCES 900

LIST OF FIGURE

Figure 1.1 Logo of Rumah Makan Mbak Bolek, Medan 2
Figure 1.2 Sales Data at Rumah Makan Mbak Bolek, Medan (2021-2022) 3
Figure 1.3 Servicescape at Rumah Makan Mbak Bolek, Medan 6
Figure 1.4 Menu of Rumah Makan Mbak Bolek, Medan 6
Figure 2.1 The Four P Components of the Marketing Mix 14
Figure 2.2 The Evolution of Marketing Management 18
Figure 2.3 Research Models 32
Figure 2.4 Framework of Thinking 34
Figure 4.1 Organizational Structure of Rumah Makan Mbak Bolek, Medan 53
Figure 4.2 Normality Test Histograms 755
Figure 4.3 Normality Test of P-P Plots 766
Figure 4.4 Heteroscedasticity Test 788

LIST OF TABLE

Table 1.1 Sales Data at Rumah Makan Mbak Bolek (2021-2022)..... 3
Table 1.2 Online Ratings of Google Review at Rumah Makan Mbak Bolek (2021-2022) 4
Table 1.3 Data Phenomenon of Servicescape at Rumah Makan Mbak Bolek, Medan..... 5
Table 1.4 Data Phenomenon of Product Variety at Rumah Makan Mbak Bolek, Medan..... 7
Table 3.1 Operational Variable Servicescape (X_1)..... 40
Table 3.2 Operational Variable Product Variety (X_2) 40
Table 3.3 Operational Variable Customers' Buying Interest (Y)..... 41
Table 3.4 Likert Scale 41
Table 4.1 Validity Test Results of Servicescape (X_1)..... 58
Table 4.2 Validity Test Results of Product Variety (X_2) 59
Table 4.3 Validity Test Results of Customers' Buying Interest (Y) 59
Table 4.4 Test Results for the Reliability of Servicescape 60
Table 4.5 Test Results for the Reliability of Product Variety 60
Table 4.6 Test Results for the Reliability of Customers' Buying Interest 60
Table 4.7 Characteristics of Respondents by Gender 61
Table 4.8 Characteristics of Respondents by Age 61
Table 4.9 Servicescape Variable (X_1) - Question 1 62
Table 4.10 Servicescape Variable (X_1) - Question 2 62
Table 4.11 Servicescape Variable (X_1) - Question 3 62
Table 4.12 Servicescape Variable (X_1) - Question 4 63
Table 4.13 Servicescape Variable (X_1) - Question 5 63
Table 4.14 Servicescape Variable (X_1) - Question 6 63
Table 4.15 Servicescape Variable (X_1) – Question 7 64
Table 4.16 Servicescape Variable (X_1) - Question 8 64
Table 4.17 Product Variety Variable (X_2) - Question 1..... 655
Table 4.18 Product Variety Variable (X_2) - Question 2..... 65

Table 4.19 Product Variety Variable (X_2) - Question 3 65
Table 4.20 Product Variety Variable (X_2) - Question 4 66
Table 4.21 Product Variety Variable (X_2) – Question 5 66
Table 4.22 Product Variety Variable (X_2) – Question 6 66
Table 4.23 Product Variety Variable (X_2) – Question 7 67
Table 4.24 Product Variety Variable (X_2) – Question 8 67
Table 4.25 Customers' Buying Interest Variable (Y) - Question 1 68
Table 4.26 Customers' Buying Interest Variable (Y) - Question 2 68
Table 4.27 Customers' Buying Interest Variable (Y) - Question 3 68
Table 4.28 Customers' Buying Interest Variable (Y) - Question 4 69
Table 4.29 Customers' Buying Interest Variable (Y) - Question 5 69
Table 4.30 Customers' Buying Interest Variable (Y) - Question 6 69
Table 4.31 Customers' Buying Interest Variable (Y) - Question 7 70
Table 4.32 Customers' Buying Interest Variable (Y) - Question 8 70
Table 4.33 Measurement Score of Descriptive Statistics 71
Table 4.34 Descriptive Statistics for Servicescape, Product Variety and Customers' Buying Interest 71
Table 4.35 The Interval for Servicescape (X_1), Product Variety (X_2) and Customer Buying Interest (Y) 722
Table 4.36 Descriptive Statistics for Servicescape 722
Table 4.37 Descriptive Statistics for Product Variety 733
Table 4.38 Descriptive Statistics for Customers' Buying Interest 74
Table 4.39 Normality Test 77
Table 4.40 Multicollinearity Test 777
Table 4.41 Heteroscedasticity Test 79
Table 4.42 Multiple Linear Regression Analysis 79
Table 4.43 Partial Test 81
Table 4.44 Simultaneously Test 82
Table 4.45 Determination Test 82

LIST OF APPENDICES

Appendix A-1 Kuesioner Penelitian A-1
Appendix B-1 Tabulation Pretest B-1
Appendix C-1 Tabulation Sample Test C-1
Appendix D-1 Output Spss D-1
Appendix E-1 Statistic Table E-1
Appendix F-1 Letter F-1
Appendix G-1 Documentation G-1
Appendix H-1 Turnitin H-1