

TABLE OF CONTENTS

TITLE PAGE	1
APPROVAL PAGE BY FINAL PAPER ADVISOR	ii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE	ii
ABSTRACT	iii
ABSTRAK	iv
PREFACE	v
TABLE OF CONTENTS	vii
LIST OF TABLES	x
LIST OF FIGURES	xii
LIST OF APPENDICES	xiii
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	10
2.1 Theoretical Background	10
2.1.1 Hospitality Management	10
2.1.2 Hospitality Industry.....	11
2.1.3 Restaurant Industry	12
2.1.4 Product Quality.....	16
2.1.4.1 Definition of Product Quality	16
2.1.4.2 Factors that Affecting Product Quality	17
2.1.4.3 The Importance of Product Quality	19
2.1.4.4. The Indicators of Product Quality	19
2.1.5 Service Quality	20

2.1.5.1	Definition of Service Quality.....	20
2.1.5.2	Dimensions of Service Quality	21
2.1.5.3	The Indicators of Service Quality	22
2.1.5.4	Factors that Affecting Service Quality	23
2.1.6	Store Atmosphere.....	26
2.1.6.1.	Definition of Store Atmosphere	26
2.1.6.2	The Importance of Store Atmosphere	26
2.1.6.3	Factors that Affecting Store Atmosphere	27
2.1.6.4	The Indicators of Store Atmosphere	28
2.1.7	Customer Satisfaction.....	32
2.1.7.1	Definition of Customer Satisfaction.....	32
2.1.7.2	Factors that Affecting Customer Satisfaction.....	33
2.1.7.3	The Indicator of Customer Satisfaction.....	34
2.1.7.4	The Measurement of Customer Satisfaction.....	35
2.1.8	Relationship between Product Quality and Customer Satisfaction	36
2.1.9	Relationship between Service Quality and Customer Satisfaction	37
2.1.10	Relationship between Store Atmosphere and Customer Satisfaction .	37
2.1.11	Relationship between Product Quality, Service Quality and Store Atmosphere on Customer Satisfaction	38
2.2	Previous Research	40
2.3	Hypothesis Development	42
2.4	Research Model.....	44
2.5	Framework of Thinking.....	45
CHAPTER III RESEARCH METHODOLOGY		47
3.1	Research Design.....	47
3.2	Population and Sample	48
3.2.1	Population	48
3.2.2	Sample	48
3.3	Data Collection Method	50
3.4	Operational Definition and Variabel Measurement	51
3.4.1	Operational Definition.....	51
3.4.2	Variable Measurement	52
3.5	Data Analysis Method	55

3.5.1	Test of Research Instrument	55
3.5.2	Descriptive Statistics	57
3.5.3	Classical Assumption Test.....	59
3.5.4	Multiple Linear Regression Analysis	61
3.5.5	Hypothesis Test.....	62
CHAPTER IV RESEARCH RESULT AND DISCUSSION.....		65
4.1	General View of Fountain Café Cemara Asri, Medan	65
4.1.1	Brief Overview.....	65
4.1.2	Organization Structure	66
4.2	Research Result.....	68
4.2.1	Test of Research Instrument	69
4.2.1.1	Validity Test.....	69
4.2.1.2	Reliability Test	71
4.2.2	Descriptive Statistics	71
4.2.2.1	Respondent Charateristics.....	71
4.2.2.2	Explanation of Respondents Answer on Variable.....	73
4.2.2.3	Mean, Median, Mode and Standard Deviation	81
4.2.3	Result of Data Quality Testing	90
4.2.3.1	Classical Asumption Testing Result	90
4.2.3.2	Multiple Linear Regression Analysis	94
4.2.4	Result of Hyphotesis Testing	95
4.2.4.1	Coefficient of Determination	95
4.2.4.2	T Test	96
4.2.4.3	F Test	97
4.3	Discussion.....	98
CHAPTER V CONCLUSION.....		112
5.1	Conclusion	112
5.2	Recommendation	112
REFERENCES		116

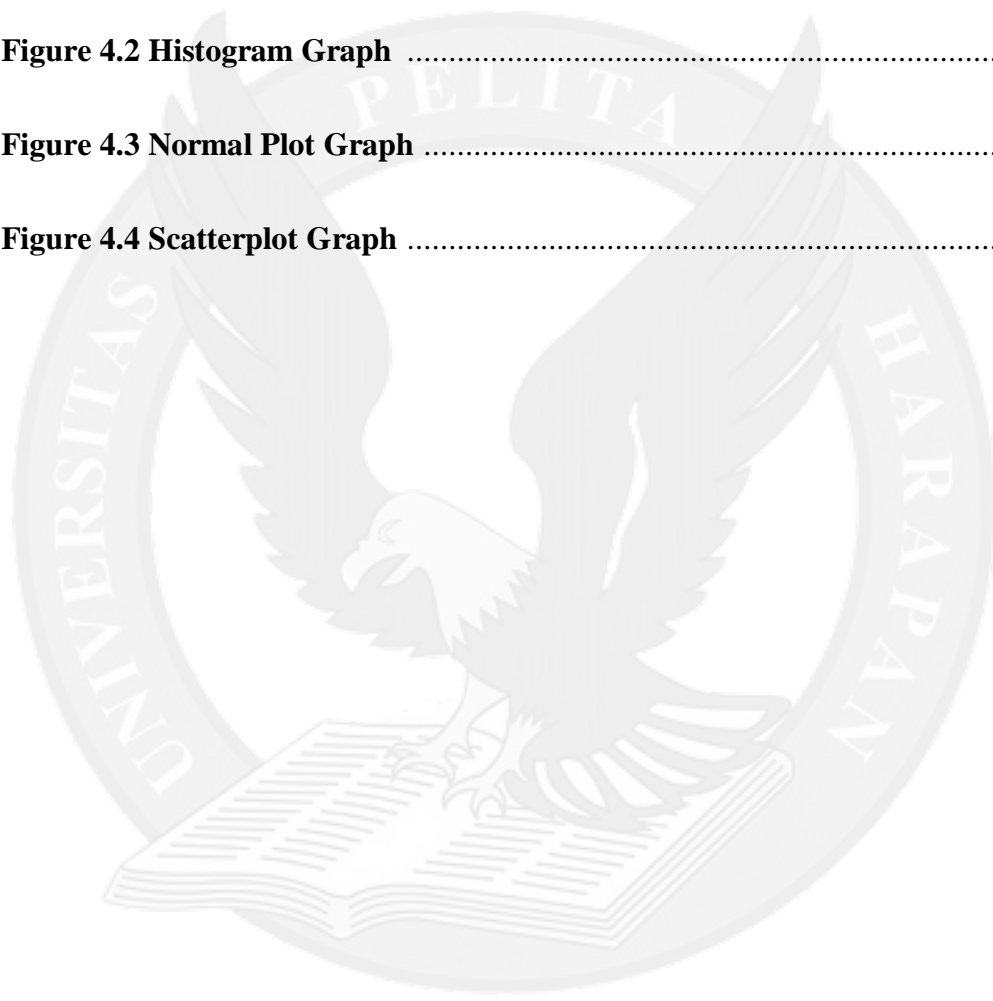
LIST OF TABLES

Table 1.1 Fountain Café Cemara Asri Customer Online Reviews.....	3
Table 3.1 Likert Scale	53
Table 3.2 Operational of Research Variable	54
Table 4.1 Validity Test of Product Quality	69
Table 4.2 Validity Test of Service Quality	70
Table 4.3 Validity Test of Store Atmosphere	70
Table 4.4 Validity Test of Customer Satisfaction	70
Table 4.5 Reliability Test of Variable	71
Table 4.6 Charateristics Based on Gender	72
Table 4.7 Charateristics Based on Age	72
Table 4.8 Charateristics Based on Visit to Fountain	72
Table 4.9 Charateristics Based on Education	73
Table 4.10 Respondent Answer on Variable Product Quality	73
Table 4.11 Respondent Answer on Variable Service Quality.....	76
Table 4.12 Respondent Answer on Variable Store Atmosphere	78
Table 4.13 Respondent Answer on Variable Customer Satisfaction	79
Table 4.14 Interval Class of Product Quality	81
Table 4.15 Interval Class of Service Quality	82
Table 4.16 Interval Class of Store Atmosphere	83
Table 4.17 Interval Class of Customer Satisfaction	83

Table 4.18 Mean, Median, Mode and Std Deviation of Variables	83
Table 4.19 Mean, Median, Mode and Std Deviation of Product Quality	85
Table 4.20 Mean, Median, Mode and Std Deviation of Service Quality	86
Table 4.21 Mean, Median, Mode and Std Deviation of Store Atmosphere....	88
Table 4.22 Mean, Median, Mode and Std Deviation of Customer Satisfaction	89
Table 4.23 One Sample Kolmogorov Test.....	92
Table 4.24 Multicollinearity Test	92
Table 4.25 Glejser Test	94
Table 4.26 Multiple Linear Regression Test	94
Table 4.27 Coefficient of Determination Test	96
Table 4.28 T Test.....	96
Table 4.29 F Test.....	97
Table 4.30 Variable Indicators of Product Quality	97
Table 4.31 Variable Indicators of Service Quality.....	103
Table 4.32 Variable Indicators of Store Atmosphere	106
Table 4.33 Variable Indicators of Customer Satisfaction	109

LIST OF FIGURES

Figure 2.2 Framework of Thinking	45
Figure 4.1 Organization Structure of Fountain Café Cemara Asri (2023) ...	66
Figure 4.2 Histogram Graph	91
Figure 4.3 Normal Plot Graph	91
Figure 4.4 Scatterplot Graph	93



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 F Table	F-1
Appendix G: Distribution T Table	G-1
Appendix H: Letter	H-1