

TABLE OF CONTENT

DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	iv
ABSTRACT	v
ABSTRAK	vi
PREFACE	vii
TABLE OF CONTENT	ix
LIST OF FIGURE	xii
LIST OF TABLE	xiii
LIST OF APPENDICES.....	xv
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 Problem Limitation.....	5
1.3 Problem Formulation	6
1.4 Objective of the Research	6
1.5 Benefit of the Research.....	6
1.5.1 Theoretical Benefit.....	7
1.5.2 Practical Benefit	7
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	7
2.1 Theoretical Background.....	7
2.1.1 Hospitality	Error! Bookmark not defined.
2.1.2 Taste of Food.....	8
2.1.2.1 Definition of Taste of Food	8
2.1.2.3 Indicator of Taste of Food	9
2.1.3 Social Media.....	10

2.1.3.1 Definition of Social Media.....	10
2.1.3.2 Benefits of Social Media.....	11
2.1.3.3 Indicator of Social Media.....	14
2.1.4 Buying Intentions	15
2.1.4.1 Definition of Buying Intentions	15
2.1.4.2 Factors affecting Buying Intentions	16
2.1.4.3 Indicators of Buying Intentions	18
2.1.5 The Influence of Social Media on Buying Intentions.....	19
2.1.6 The Influence of Taste of Food on Buying Intentions.....	19
2.1.7 The Influence of Social Media and Taste of Food on Buying Intentions	
.....	20
2.2 Previous Research	20
2.3 Hypothesis Development	22
2.4 Research Model.....	22
2.5 Framework of Thinking	24
CHAPTER III RESEARCH METHODOLOGY	22
3.1. Research Design	22
3.2. Population and Sample	23
3.2.1 Population	23
3.2.2 Sample	23
3.3. Data Collection Method.....	24
3.4. Operational Definition and Variable Measurement	26
3.5.1 Operational Definition	26
3.5.2 Research Instrument Test.....	29
3.5.2.2Reliability Test.....	30
3.5.3 Descriptive Statistics	31
3.5.3. Classical Assumption Test	34
3.5.3.2.Multicollinearity Test	35
3.5.3.3.Heteroscedasticity Test	35
3.5.4 Multiple Linear Regression Analysis	36

3.5.5 Hypothesis Test	37
CHAPTER IV RESEARCH RESULT AND DISCUSSION.....	40
4.1 General Review of Kopilihdia.....	40
4.1.1 Brief Overview	40
4.1.2 Organizational structure.....	40
4.1.3 Test of Research Instrument	45
4.1.4 Descriptive Statistics	48
4.1.5 Result of Data Quality Testing	60
4.1.5.1 Classical Assumption Test.....	60
4.1.6 Result of Hypothesis Testing	66
4.1.6.1 Partial Test (t Test).....	66
4.1.6.2 Simultaneous Test (F Test).....	67
4.2 Discussion	68
CHAPTER V CONCLUSION.....	71
5.1 Conclusion	71
5.2 Recommendation.....	72
REFERENCES	74

LIST OF FIGURE

Figure 1. 1 Logo of Kopilihdia.....	2
Figure 1. 2 Kopilihdia	4
Figure 1. 3 Instagram of Kopilihdia.....	5
Figure 2. 1 Research Model	23
Figure 2. 2 Framework of Thinking.....	24
Figure 4. 2 Organizational Structure of Kopilihdia	41
Figure 4. 3 Characteristics of Respondents by Gender.....	48
Figure 4. 4 Characteristics of Respondents by Age.....	49
Figure 4. 5 Normality Test of Histograms	61
Figure 4. 6 Normality Test of P-P Plots.....	61
Figure 4. 7 Heteroscedasticity Test.....	64

LIST OF TABLE

Table 1. 1 Revenue Data of Kopilihdia, Medan	3
Table 2. 1.Previous Research	20
Table 3.1 Operational Variable Definition and Variable Measurement	27
Table 3. 2 Likert Scale	29
Table 4. 1 Test Results for the Validity of Taste of Food (X ₁)	46
Table 4. 2 Test Results for the Validity of Social Media (X ₂)	46
Table 4. 3 Test Results for the Validity of Buying Intentions (Y)	47
Table 4. 4 Test Results for the Reliability of Taste of Food	47
Table 4. 5 Test Results for the Reliability of Social Media	48
Table 4. 6 Test Results for the Reliability of Buying Intentions	48
Table 4. 7 Taste of Food Variable (X ₁) - Question 1.....	49
Table 4. 8 Taste of Food Variable (X ₁) - Question 2.....	50
Table 4. 9 9 Taste of Food Variable (X ₁) - Question 3.....	50
Table 4. 10 Taste of Food Variable (X ₁) - Question 4.....	50
Table 4. 11 Taste of Food Variable (X ₁) - Question 5.....	51
Table 4. 12 Taste of Food Variable (X ₁) - Question 6.....	51
Table 4. 13 Social Media Variable (X ₂) - Question 1.....	51
Table 4. 14 Social Media Variable (X ₂) - Question 2.....	52
Table 4. 15 Social Media Variable (X ₂) - Question 3.....	52
Table 4. 16 Social Media Variable (X ₂) - Question 4.....	52
Table 4. 17 Social Media Variable (X ₂) – Question 5	53
Table 4. 18 Social Media Variable (X ₂) – Question 6	53
Table 4. 19 Social Media Variable (X ₂) – Question 7	53
Table 4. 20 Social Media Variable (X ₂) – Question 8	54
Table 4. 21 Buying Intentions Variable (Y) - Question 1	54
Table 4. 22 Buying Intentions Variable (Y) - Question 2.....	54
Table 4. 23 Buying Intentions Variable (Y) - Question 3 ”	54
Table 4. 24 Buying Intentions Variable (Y) - Question 4.....	55
Table 4. 25 Buying Intentions Variable (Y) - Question 5”	55

Table 4. 26 Buying Intentions Variable (Y) - Question 6.....	55
Table 4. 27 Buying Intentions Variable (Y) - Question 7	56
Table 4. 28 Buying Intentions Variable (Y) - Question 8.....	56
Table 4. 29 The Interval For Variable	57
Table 4. 30 Descriptive Statistics for Taste of Food.....	57
Table 4. 31 Descriptive Statistics for Social Media Variable	58
Table 4. 32 Descriptive Statistics for Buying Intentions Variable	59
Table 4. 33 Normality Test of Kolmogorov Smirnov	62
Table 4. 34 Multicollinearity Test	63
Table 4. 35 Heteroscedasticity Test.....	64
Table 4. 36 Multiple Linear Regression Analysis	65
Table 4. 37 Partial Test	66
Table 4. 38 Simultaneously Test	67
Table 4. 39 Determination Test	68

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

