

TABLE OF CONTENTS

	page
COVER PAGE	
TITLE PAGE	
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	iv
ABSTRACT	v
ABSTRAK.....	vi
PREFACE.....	vii
TABLE OF CONTENTS.....	ix
LIST OF TABLES	xiii
LIST OF FIGURES	xv
LIST OF APPENDICES	xvi
CHAPTER I INTRODUCTION	
1.1 Background of the Study.....	1
1.2 Problem Limitation	7
1.3 Problem Formulation	7
1.4 Objective of the Research	8
1.5 Benefit of the Research	8
1.5.1 Theoretical Benefit	8
1.5.2 Practical Benefit	9
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	
2.1 Theoretical Background	10
2.1.1 Hospitality Management	10
2.1.2 Restaurant Industry.....	11
2.1.3 Types of Restaurant.....	12

2.1.4	Store Atmosphere	13
2.1.5	Food Quality	17
2.1.6	Service Quality	19
	2.1.6.1 Definition of Service Quality.....	19
	2.1.6.2 Factors of Service Quality	20
	2.1.6.3 Indicator of Service Quality.....	22
2.1.7	Customer Satisfaction.....	22
	2.1.7.1 Definition of Customer Satisfaction	22
	2.1.7.2 Factors of Customer Satisfaction.....	23
	2.1.7.3 Indicator of Customer Satisfaction	24
2.1.8	The Effect of Store Atmosphere and Customer Satisfaction.....	26
2.1.9	The Effect of Food Quality and Customer Satisfaction	26
2.1.10	The Effect of Service Quality and Customer Satisfaction.....	27
2.1.11	The Effect of Store Atmosphere, Food Quality, Service Quality and Customer Satisfaction	27
2.2	Previous Research	28
2.3	Hypothesis Development	29
2.4	Research Model.....	29
2.5	Framework of Thinking	30

CHAPTER III RESEARCH METHODOLOGY

3.1.	Research Design.....	31
3.2.	Population and Sample.....	32
	3.2.1. Location and Time.....	32
	3.2.2. Population.....	32
	3.2.3. Sample	32
3.3.	Data Collection Method	33

3.4.	Operational Definition and Variable Measurement	34
3.5.	Data Analysis Method.....	36
3.5.1.	Test of Research Instrument.....	36
3.5.2.	Descriptive Statistics	37
3.5.3.	Classic Asumption Test.....	40
3.5.4.	Multiple Linear Regression Analysis	44
3.5.5.	Hyptheses Test	44

CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1.	General View of Restoran Pohon Pisang	47
4.1.1.	Brief Overview	47
4.1.2.	Organization Structure	48
4.2.	Research Result.....	50
4.2.1	Test of Research Instrument.....	50
4.2.1.1	Validity Test	50
4.2.1.2	Reliability Test.....	52
4.2.2	Descriptive Statistics	53
4.2.2.1	Respondent Characteristics	53
4.2.2.2	Explanation of Respondents Answer of Variable.....	54
4.2.2.3	Mean, Median, Mode and Standard Deviation.....	61
4.2.3	Result of Data Quality Testing	70
4.2.3.1	Classical Asumption Testing Result.....	70
4.2.3.2	Multiple Linear Regression Results.....	74
4.2.4	Result of Hypothesis Testing	75
4.2.4.1	Coefficient of Determination.....	75
4.2.4.2	T test	76

4.2.4.3 F Test	77
4.3. Discussion	78

CHAPTER V CONCLUSION

5.1 Conclusion	92
5.2 Recomendation.....	92

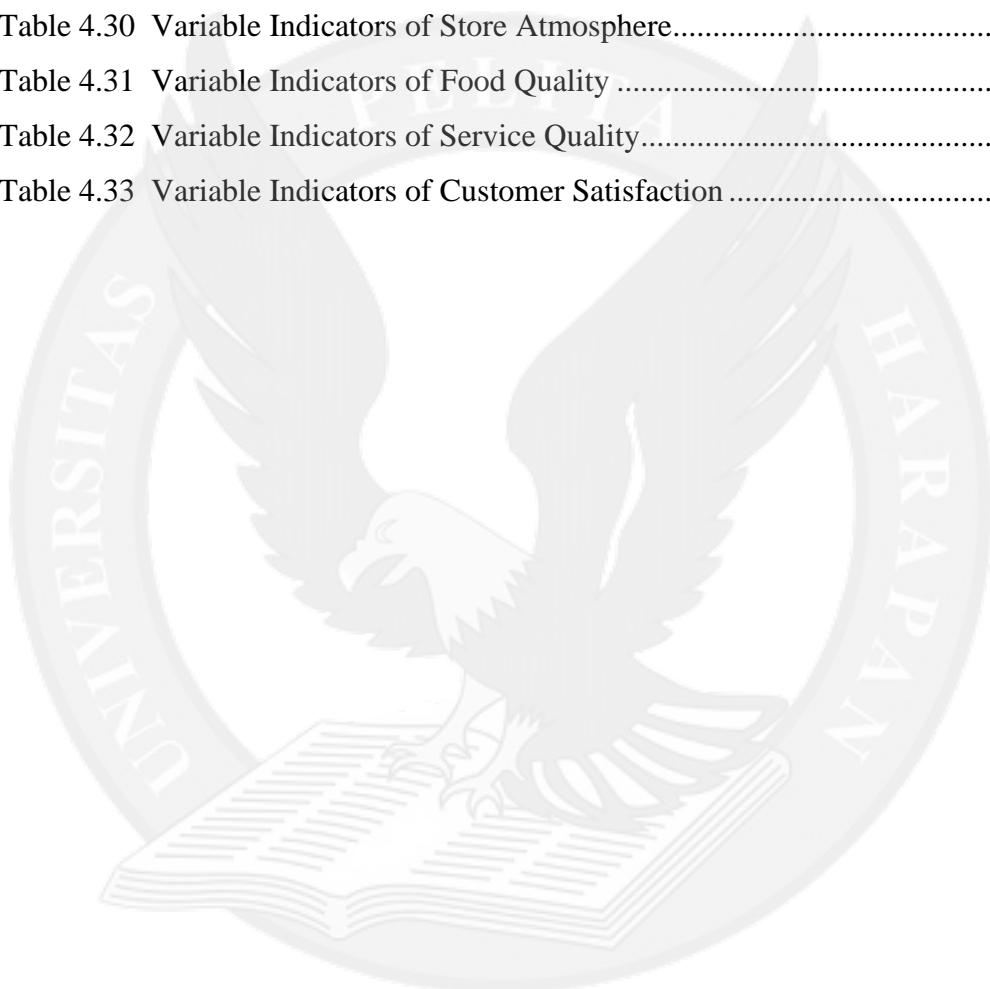
BIBLIOGRAPHY	95
--------------------	----



LIST OF TABLES

	page
Table 1.1 Negative Reviews of Restoran Pohon Pisang at Google Reviews.....	4
Table 2.1 Previous Research	28
Table 3.1 Likert Scale	35
Table 3.2 Operational of Research Variable	35
Table 4.1 Validity Test of Store Atmosphere	51
Table 4.2 Validity Test of Food Quality	51
Table 4.3 Validity Test of Service Quality	51
Table 4.4 Validity Test of Customer Satisfaction.....	52
Table 4.5 Reliability Test.....	52
Table 4.8 Charateristics Based on Gender	53
Table 4.8 Charateristics Based on Age	53
Table 4.8 Charateristics Based on Revenue	54
Table 4.8 Charateristics Based on Education.....	54
Table 4.10 Respondent Answer on Variable Store Atmosphere.....	55
Table 4.11 Respondent Answer on Variable Food Quality	56
Table 4.12 Respondent Answer on Variable Service Quality.....	57
Table 4.13 Respondent Answer on Variable Customer Satisfaction	59
Table 4.14 Interval Class of Store Atmosphere	61
Table 4.15 Interval Class of Food Quality	62
Table 4.16 Interval Class of Food Quality	62
Table 4.17 Interval Class of Customer Satosfaction	63
Table 4.18 Mean, Median, Mode and Std Deviation of Variables	63
Table 4.19 Mean, Median, Mode and Std Deviation of Store Atmosphere	64
Table 4.20 Mean, Median, Mode and Std Deviation of Food Quality.....	66
Table 4.21 Mean, Median, Mode and Std Deviation of Service Quality.....	67
Table 4.22 Mean, Median, Mode and Std Deviation of Customer Satisfaction ...	69
Table 4.23 One Sample Kolmogorov Test.....	72

Table 4.24 Multicollinearity Test.....	72
Table 4.25 Glejser Test	74
Table 4.26 Multiple Linear Regression Test.....	74
Table 4.27 Coefficient of Determination Test	75
Table 4.28 T Test	76
Table 4.29 F Test.....	77
Table 4.30 Variable Indicators of Store Atmosphere.....	78
Table 4.31 Variable Indicators of Food Quality	81
Table 4.32 Variable Indicators of Service Quality.....	84
Table 4.33 Variable Indicators of Customer Satisfaction	88



LIST OF FIGURES

	page
Figure 1.1 Store Atmosphere at Restoran Pohon Pisang	4
Figure 1.2 Reviews about Food Quality at Restoran Pohon Pisang	Error!
Bookmark not defined.	
Figure 1.3 Reviews about Service Quality at Restoran Pohon Pisang.....	6
Figure 2.1 Research Model	29
Figure 2.2 Framework of Thinking.....	30
Figure 4.1 Organizational Structure of Restoran Pohon Pisang	48
Figure 4.2 Histogram Graph	71
Figure 4.2 Normal Plot Graph.....	71
Figure 4.4 Scatterplot Graph	73

LIST OF APPENDICES

	page
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: Distribution F Table.....	G-1
Appendix H: Letter	H-1