

## TABLE OF CONTENTS

	page
<b>COVER PAGE</b>	
<b>TITLE PAGE</b>	
<b>FINAL ASSIGNMENT AND UPLOAD STATEMENT .....</b>	<b>ii</b>
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR.....</b>	<b>iii</b>
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....</b>	<b>iv</b>
<b>ABSTRACT .....</b>	<b>v</b>
<b>ABSTRAK.....</b>	<b>vi</b>
<b>PREFACE.....</b>	<b>vii</b>
<b>LIST OF FIGURES .....</b>	<b>xiii</b>
<b>LIST OF TABLES.....</b>	<b>xiv</b>
<b>LIST OF APPENDICES.....</b>	<b>xvi</b>
<b>CHAPTER I INTRODUCTION</b>	
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 .....	7
1.5.1. Theoretical Benefit.....	7
1.5.2. Practical Benefit.....	7
<b>CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT</b>	

2.1.	Theoretical Background .....	8
2.1.1.	Hospitality Industry.....	8
2.1.2.	Hospitality Management .....	9
2.1.3.	Restaurant Industry .....	10
2.1.4.	Types of Restaurants .....	10
2.1.5.	Customer Experience .....	12
2.1.5.1	Definition of Customer Experience .....	12
2.1.5.2	Factors Affect to Customer Experience .....	13
2.1.5.3	Indicator of Customer Experience .....	14
2.1.6.	Customer Satisfaction .....	15
2.1.6.1	Definition of Customer Satisfaction.....	15
2.1.6.2	Factors of Customer Satisfaction .....	16
2.1.6.3	Indicator of Customer Satisfaction .....	18
2.1.7.	Revisit Intention .....	19
2.1.7.1	Definition of Revisit Intention .....	19
2.1.7.2	Factors of Revisit Intention.....	19
2.1.7.3	Indicators of Revisit Intention.....	20
2.1.8.	The Relationship of Customer Experience and Revisit Intention..	21
2.1.9.	The Relationship of Customer Satisfaction and Revisit Intention .	21
2.1.10.	The Relationship of Customer Experience and Customer Satisfaction on Revisit Intention .....	22
2.2.	Previous Research .....	22
2.3.	Hyphotesis Development .....	23
2.4.	Research Model.....	24
2.5.	Framework of Thinking .....	25

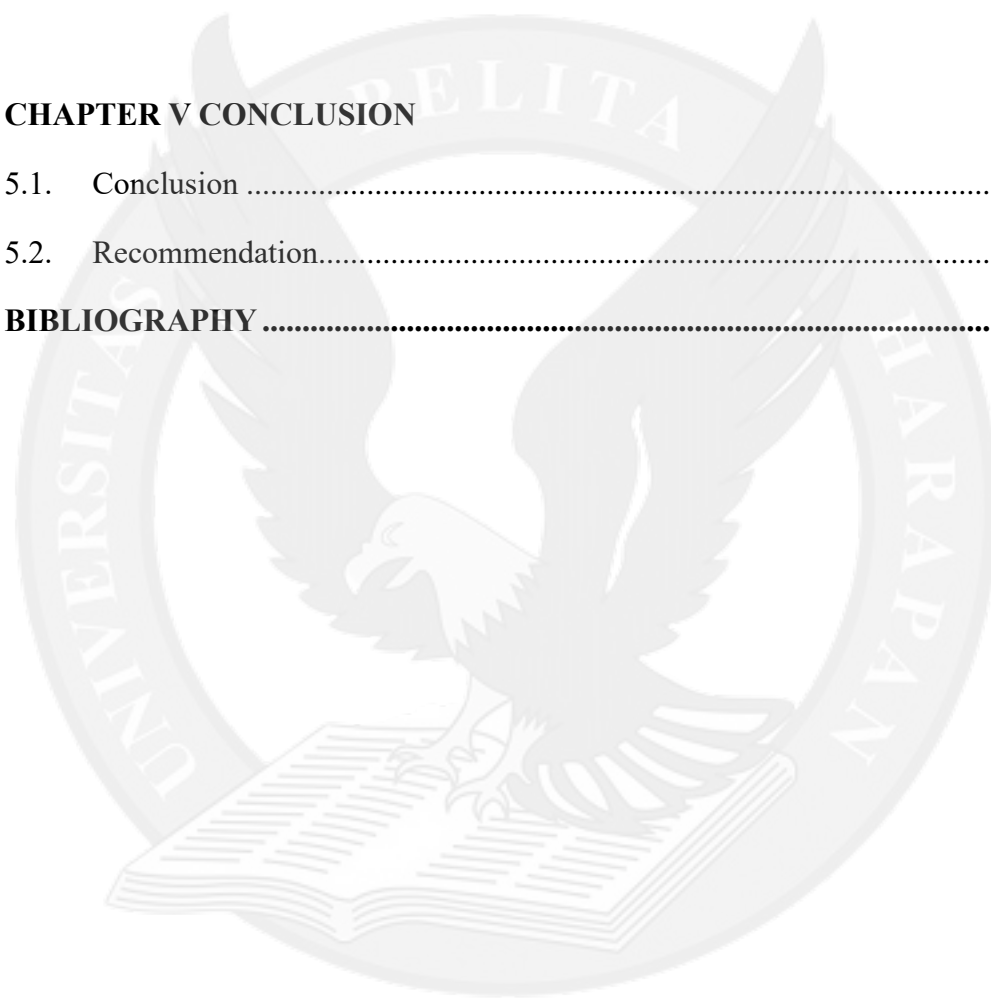
### **CHAPTER III RESEARCH METHODOLOGY**

3.1. Research Design.....	26
3.2. Population and Sample.....	27
3.2.1. Location and Time .....	27
3.2.2. Population .....	27
3.2.3. Sample.....	28
3.3. Data Collection Method .....	29
3.4. Operational Definition and Variable Measurement.....	30
3.5. Data Analysis Method .....	33

### **CHAPTER IV RESEARCH RESULT AND DISCUSSION**

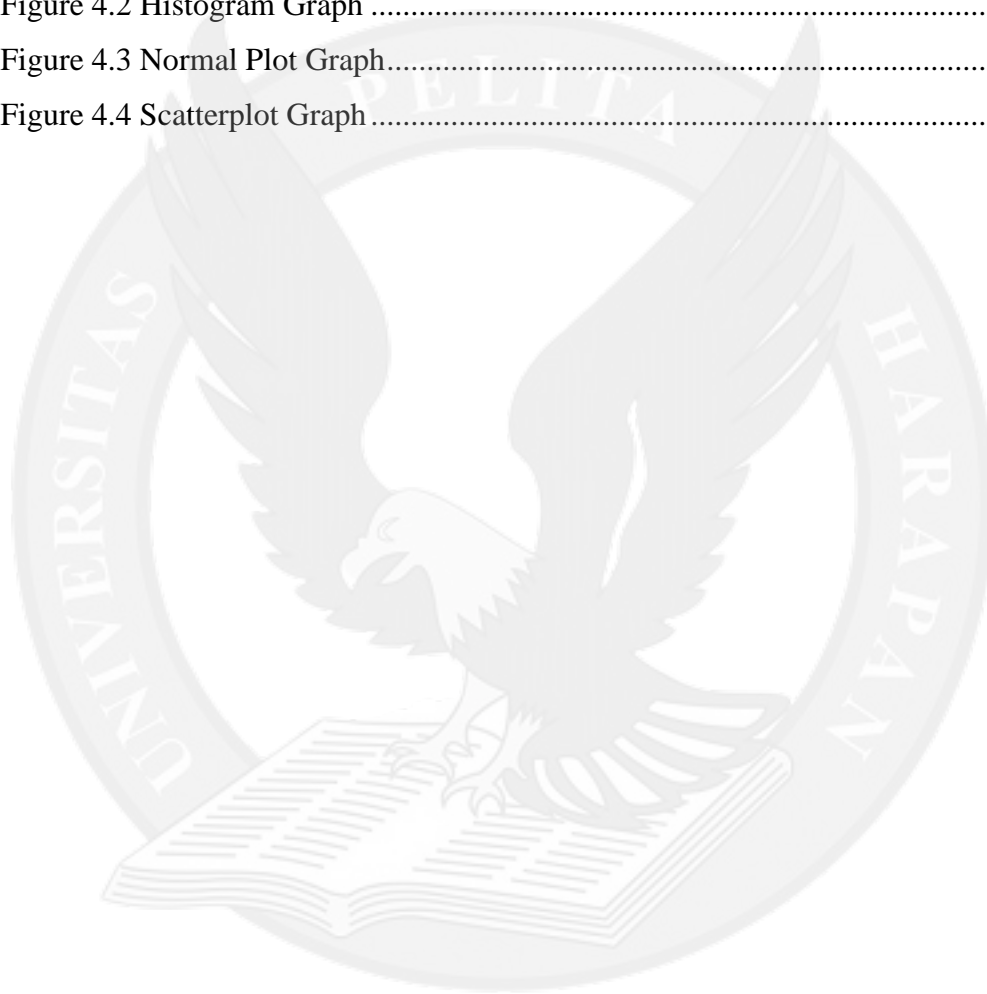
4.1. General View of Hot Hot Pot Restaurant.....	45
4.1.1. Brief Overview .....	45
4.1.2. Organization Structure of Hot Hot Pot Restaurant .....	46
4.2. Research Result.....	55
4.2.1. Test of Research Instrument.....	55
4.2.1.1 Validity Test.....	56
4.2.1.2 Reliability Test.....	57
4.2.2. Descriptive Statistics .....	58
4.2.2.1 Respondent Charateristics .....	58
4.2.2.2 Explanation of Respondent Answer of Variable.....	60
4.2.2.3 Mean, Median, Mode and Standard Deviation .....	66
4.2.3. Result of Data Quality Testing.....	75
4.2.3.1 Classical Asumption Testing Result .....	75
4.2.3.2 Multiple Linear Regression Result.....	79

4.2.4. Result of Hyphotesis Testing .....	80
4.2.4.1 F Test.....	80
4.2.4.2 T Test .....	81
4.2.4.3 Coefficient of Determination .....	82
4.3. Discussion .....	82
<b>CHAPTER V CONCLUSION</b>	
5.1. Conclusion .....	97
5.2. Recommendation.....	97
<b>BIBLIOGRAPHY .....</b>	<b>100</b>



## LIST OF FIGURES

	page
Figure 2.1 Research Model .....	24
Figure 2.2 Framework of Thinking.....	25
Figure 4.1 Organization Structure of Hot Hot Pot Restaurant (2023) .....	46
Figure 4.2 Histogram Graph .....	75
Figure 4.3 Normal Plot Graph.....	76
Figure 4.4 Scatterplot Graph.....	78



## LIST OF TABLES

	page
Table 1.1 Revenue Data of Hot Hot Pot Restaurant .....	3
Table 1.2 Negative Reviews of Hot Hot Pot Restaurant.....	4
Table 2.1 Previous Research .....	23
Table 3.1 Likert Scale .....	31
Table 3.2 Operational of Research Variable .....	31
Table 4.1 Validity Test of Customer Experience.....	56
Table 4.2 Validity Test of Customer Satisfaction.....	56
Table 4.3 Validity Test of Revisit Intention .....	57
Table 4.4 Reliability Test.....	57
Table 4.5 Characteristics Based on Gender .....	58
Table 4.6 Characteristics Based on Age .....	58
Table 4.7 Characteristics Based on Last Visited.....	59
Table 4.8 Characteristics Based on Job .....	59
Table 4.9 Respondent Answer on Variable Customer Experience .....	60
Table 4.10 Respondent Answer on Variable Customer Satisfaction .....	62
Table 4.11 Respondent Answer on Variable Revisit Intention.....	64
Table 4.12 Respondent Answer on Variable Customer Experience .....	67
Table 4.13 Respondent Answer on Variable Customer Satisfaction .....	67
Table 4.14 Respondent Answer on Variable Revisit Intention.....	68
Table 4.15 Mean, Median, Mode and Std Deviation of Variables .....	68
Table 4.16 Interval Class Per Questions Customer Experience.....	69
Table 4.17 Mean, Median, Mode and Std Deviation of Customer Experience ....	70
Table 4.18 Mean, Median, Mode and Std Deviation of Customer Satisfaction ...	71
Table 4.19 Mean, Median, Mode and Std Deviation of Revisit Intention.....	73
Table 4.20 One Sample Kolmogorov Test.....	76
Table 4.21 Multicollinearity Test.....	77
Table 4.22 Glejser Test .....	78
Table 4.23 Multiple Linear Regression Test.....	79

Table 4.24 F Test.....	80
Table 4.25 T Test .....	81
Table 4.26 Coefficient of Determination Test .....	82
Table 4.27 Variable Indicators of Customer Experience .....	84
Table 4.28 Variable Indicators of Customer Satisfaction .....	87
Table 4.29 Variable Indicators of Revisit Intention.....	91



## 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

