

TABLE OF CONTENTS

	page
COVER PAGE	
TITLE PAGE	
DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT	i
APPROVAL PAGE BY FINAL PAPER ADVISOR	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	iv
ABSTRACT.....	v
ABSTRAK.....	vi
PREFACE.....	vii
CHAPTER I	1
INTRODUCTION.....	1
1.1 Background of the Study	1
1.2 Problem Limitation	4
1.3 Problem Formulation.....	4
1.4 Objective of the Research	5
1.5 Benefit of the Research	6
1.5.1 Theoretical Benefit.....	6
1.5.2 Practical Benefit	6

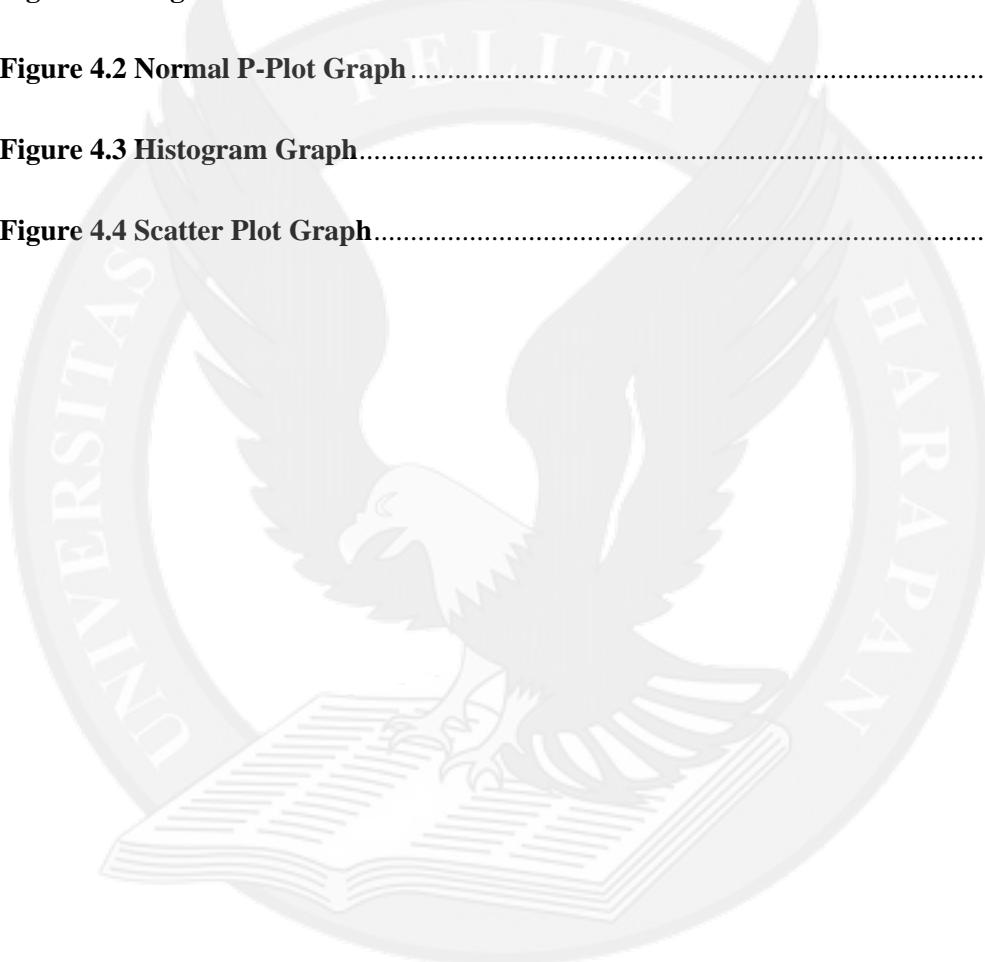
CHAPTER II.....	7
LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT 7	
2.1 Theoretical Background	7
2.1.1 Hospitality Management	7
2.1.2 Hospitality Industry	7
2.1.3 Marketing	8
2.1.4 Food Quality	9
2.1.5 Price.....	13
2.1.6 Location	17
2.1.7 Promotion	21
2.1.8 Purchasing decision	22
2.1.9 The Influence of Product Quality on Purchasing Decision	23
2.1.10 The Influence of Price on Purchasing Decision.....	24
2.1.11 The Influence of Location on Purchasing Decision.....	24
2.1.12 The Influence of Promotion on Purchasing Decision	25
2.1.13 The Influence of Product Quality, Price, Location, and Promotion on Purchasing Decision	25
2.2 Previous Research	26
2.3 Hypothesis Development.....	27
2.4 Research Model	28

2.5 Framework of Thinking.....	29
CHAPTER III	30
RESEARCH METHODOLOGY	30
3.1 Research Design.....	30
3.2 Population and Sample	31
3.3 Data Collection Method	32
3.4 Operational Definition and Variable Measurement	33
3.4.1 Operational Definition.....	33
3.4.2 Variable Measurement	35
3.5 Data Analysis Method.....	36
3.5.1 Test of Research Instrument.....	36
3.5.2 Descriptive Statistics	38
CHAPTER IV.....	46
RESEARCH RESULT AND DISCUSSION	46
4.1 General View of ZAC Urban Cafe Medan.....	46
4.1.1 Vision and Mission.....	46
4.1.2 Organizational Structure	47
4.2 Research Result	49
4.2.1 Test of Research Instrument.....	49
Table 4.6 Reliability Test of Variable.....	51

4.2.2	Descriptive Statistics	51
4.2.3	Classical Assumption Test.....	64
4.2.4	Linear Regression Analysis.....	68
4.2.5	Determination Test	70
4.2.6	Hypothesis Test	71
4.3	Discussion	73
CHAPTER V		76
CONCLUSION		76
5.1	Conclusion.....	76
5.2	Recommendation.....	77
REFERENCES.....		79

LIST OF FIGURES

	page
Figure 2.4 Research model	28
Figure 2.5 Framework of Thinking.....	29
Figure 4.1 Organizational Structure	48
Figure 4.2 Normal P-Plot Graph.....	65
Figure 4.3 Histogram Graph.....	66
Figure 4.4 Scatter Plot Graph.....	68



LIST OF TABLES

Table 1.1 Google Review of ZAC Urban	3
Table 1.2 Menu Price Comparison.....	4
Table 3.1 Operational Variables Indicators and Questionnaires	34
Table 3.2 Likert 1-5 scale	36
Table 4.1 Validity Test of Food Quality.....	50
Table 4.2 Validity Test of Price	51
Table 4.3 Validity Test of Location	51
Table 4.4 Validity Test of Promotion	51
Table 4.5 Validity Test of Purchase Decision	52
Table 4.6 Reability Test of Variable	52
Table 4.7 Respondent Characteristics based on Gender.....	53
Table 4.8 Respondent Characteristics based on Age	53
Table 4.9 Mean Interval Description	54
Table 4.10 Descriptive Statistical Analysis of Food Quality (X1).....	55
Table 4.11 Descriptive Statistical Analysis of Price (X2)	58
Table 4.12 Descriptive Statistical Analysis of Location (X3)	60
Table 4.13 Descriptive Statistical Analysis of Promotion (X4)	62
Table 4.14 Descriptive Statistical Analysis of Purchasing Decision (Y).....	63
Table 4.15 One Sample Kolmogrov Smirnov Test.....	67
Table 4.16 Multicollinearity Test Result.....	68

Table 4.17 Multiple Linear Regression Analysis of Food Quality, Price, Location, and Promotion on Purchasing Decision.....	69
Table 4.18 Determination Test on Multiple Linear Regression Equation.....	71
Table 4.19 Simultaneous F Test.....	72
Table 4.20 Simultaneous T Test.....	72



LIST OF APPENDICES

APPENDIX A: RESEARCH STATEMENT LETTER FROM ZAC URBAN	
MEDAN	A-1
APPENDIX B: QUESTIONNAIRES.....	B-1
APPENDIX C: RESPONDENTS' ANSWERS TOWARD QUESTIONNAIRE (PRETEST).....	C-1
APPENDIX D: RESPONDENTS' ANSWERS TOWARD QUESTIONNAIRE (MAIN TEST).....	D-1
APPENDIX E: SPSS OUTPUT	E-1
APPENDIX F: PEARSON'S CORRELATION TABLE.....	F-1
APPENDIX G: ZAC URBAN MENU PRICES	G-1