

TABLE OF CONTENTS

	page
COVER PAGE	
TITLE PAGE	
DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT.....	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iv
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	v
ABSTRACT	vi
ABSTRAK	vii
PREFACE.....	viii
TABLE OF CONTENTS.....	x
LIST OF FIGURES	xii
LIST OF TABLES	xiii
LIST OF APPENDICES	xiv

CHAPTER I INTRODUCTION

1.1 Background of the Study	1
1.2 Problem Limitation	6
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

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Theoretical Background	9
2.1.1 Hospitality Management.....	9
2.1.2 Hospitality Industry	9
2.1.3 Cafe Industry.....	11

2.1.4	Social Media Instagram	12
2.1.4.1	Definition of Social Media Instagram	12
2.1.4.2	Indicators of Social Media Instagram	13
2.1.5	Brand Image.....	15
2.1.5.1	Definition of Brand Image	15
2.1.5.2	Indicators of Brand Image	16
2.1.6	Store Atmosphere	18
2.1.6.1	Definition of Store Atmosphere.....	18
2.1.6.2	Factor of Cafe Atmosphere	18
2.1.6.3	Indicators of of Store Atmosphere.....	19
2.1.7	Customer Purchase Intention	23
2.1.7.1	Definition of Customer Purchase Intention	23
2.1.7.2	Indicators of of Customer Purchase Intention	23
2.2	Previous Research.....	25
2.3	Hypothesis Development.....	25
2.4	Research Model	26
2.5	Framework of Thinking	28

CHAPTER III RESEARCH METHODOLOGY

3.1	Research Design	29
3.2	Population and Sample	30
3.3	Data Collection Method.....	31
3.3.1	Primary Data	31
3.3.2	Secondary Data	32
3.4	Operational Variable Definition and Variable Measurement	32
3.4.1	Operational Variable Definition	32
3.4.2	Variable Measurement.....	33
3.5	Data Analysis Method	34
3.5.1	Test of Research Instrument	36
3.5.2	Classical Assumption Test.....	46

3.5.3	Descriptive Statistical Analysis	39
3.5.4	Multiple Linear Regression	41
3.5.5	Hypothesis Test.....	42
 CHAPTER IV RESEARCH RESULT AND DISCUSSION		
4.1	General View of Research Object	44
4.1.1	Brief Overview of Sippin Indonesia	44
4.1.2	Organizational Structure of Sippin Indonesia.....	58
4.2	Research Result	48
4.2.1	Test of Research Instrument	48
4.2.1.1	Validity Test.....	48
4.2.1.2	Reliability Analysis.....	50
4.2.2	Descriptive Statistics.....	51
4.2.2.1	Respondent Characteristics	51
4.2.2.2	Explanation of Respondents on Research Variable	52
4.2.2.3	Mean, Median, Mode, and Standard Deviation	59
4.2.3	Result of Data Quality Testing	65
4.2.3.1	Classical Assumption Testing Results	65
4.2.3.2	Multiple Linear Regression Analysis.....	69
4.2.4	Result of Hypothesis Testing	70
4.2.4.1	Coefficient of Determination	70
4.2.4.2	T test.....	71
4.2.4.3	F test.....	72
4.3	Discussion.....	73
 CHAPTER V CONCLUSION		
5.1	Conclusion	76
5.2	Recommendation	78
REFERENCES	80

LIST OF FIGURES

	page
Figure 1.1 Follower Data on Sippin Indonesia Instagram	3
Figure 1.2 Follower Data on Chatime Instagram	3
Figure 1.3 Reason of Buying Sippin (2023).....	4
Figure 1.4 Café Atmosphere at Sippin Store.....	5
Figure 2.1 Research Model.....	27
Figure 2.2 Framework of Thinking	28
Figure 4.1 Organizational Structure	44
Figure 4.2 Histogram Graph.....	66
Figure 4.3 Normal P-P Plot Graph	66
Figure 4.4 Scatterplot Graph	68

LIST OF TABLES

	page
Table 1.1 Revenue of Sippin Indonesia	2
Table 1.2 Interview Transcript.....	6
Table 2.1 Summary of Previous Research	25
Table 3.1 Likert 1-5 Scale Answer and Score.....	34
Table 4.1 Validity Test for for Social Media	49
Table 4.2 Validity Test for Brand Image	49
Table 4.3 Validity Test for Store Atmosphere	49
Table 4.4 Validity Test for Customer Purchase Intention.....	50
Table 4.5 Reliability Test.....	50
Table 4.6 Charateristics of Respondents Based on Gender	51
Table 4.7 Charateristics of Respondents Based on Age	51
Table 4.8 Charateristics of Respondents Based on Visit	52
Table 4.9 Frequency of responses for Social Media (X1)	52
Table 4.10 Frequency of responses for Brand Image (X2).....	55
Table 4.11 Frequency of responses for Store Atmosphere (X3).....	56
Table 4.12 Frequency of responses for Customer Purchase Intention (Y)	58
Table 4.13 Interval Class for Social Media.....	60
Table 4.14 Interval Class for Brand Image	60
Table 4.15 Interval Class for Store Atmosphere	61
Table 4.16 Interval Class for Customer Purchase Intention.....	61
Table 4.17 Mean, Median, Mode and Standard Deviation	61
Table 4.18 Mean, Median, Mode and Standard Deviation of Social Media.....	63
Table 4.19 Mean, Median, Mode and Standard Deviation of Brand Image	64
Table 4.20 Mean, Median, Mode and Standard Deviation of Store Atmosphere	64
Table 4.21 Mean, Median, Mode and Standard Deviation of Customer Purchase Intention.....	65
Table 4.22 One Sample Kolmogorov Smirnov.....	67

Table 4.23	Multicollinearity Test.....	68
Table 4.24	Glejser Test	69
Table 4.25	Regression Test.....	69
Table 4.26	Determination Test.....	71
Table 4.27	T Test	71
Table 4.28	F Test.....	73



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 T Table.....	F-1
Appendix G: Distribution F Table	G-1
Appendix H: Company Letter	H-1
Appendix I: Documentation	I-1