

## TABLE OF CONTENT

	Page
<b>COVER PAGE</b>	
<b>TITLE PAGE .....</b>	<b>i</b>
<b>DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT .....</b>	<b>ii</b>
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR.....</b>	<b>iv</b>
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....</b>	<b>v</b>
<b>ABSTRACT .....</b>	<b>vi</b>
<b>ABSTRAK.....</b>	<b>vii</b>
<b>PREFACE .....</b>	<b>viii</b>
<b>TABLE OF CONTENTS .....</b>	<b>x</b>
<b>LIST OF FIGURES .....</b>	<b>xiii</b>
<b>LIST OF TABLES .....</b>	<b>xiv</b>
<b>LIST OF APPENDICES.....</b>	<b>xv</b>
<b>CHAPTER I INTRODUCTION .....</b>	<b>1</b>
1.1 Background of the Study.....	1
1.2 Problem Limitation .....	9
1.3 Problem Formulation .....	9
1.4 Research Objective .....	10
1.5 Benefit of the Research .....	10
1.5.1 Theoretical Benefit .....	10
1.5.2 Practical Benefit .....	10
<b>CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT .....</b>	<b>12</b>
2.1 Theoretical Background.....	12
2.1.1 The Concept of Service Quality .....	12
2.1.2 The Indicators of Service Quality .....	13

2.1.3	The Concept of Price .....	15
2.1.4	The Indicators of Price.....	20
2.1.5	The Concept of Food Quality.....	22
2.1.6	The Indicators of Food Quality .....	24
2.1.7	The Concept of Customer Satisfaction .....	26
2.1.8	The Indicators of Customer Satisfaction .....	32
2.1.9	The Relationship between Service Quality Towards Customer Satisfaction.....	33
2.1.10	The Relationship between Food Quality Towards Customer Satisfaction.....	34
2.1.11	The Relationship between Price Towards Customer Satisfaction....	34
2.2	Previous Research .....	35
2.3	Hypothesis Development.....	37
2.4	Research Model.....	38
2.5	Framework of Thinking .....	39
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>		<b>41</b>
3.1	Research Design .....	41
3.2	Population and Sample .....	42
3.2.1	Population .....	42
3.2.2	Sample .....	42
3.3	Data Collection Method .....	44
3.4	Operational Definition and Variable Measurement.....	47
3.5	Data Analysis Method.....	50
<b>CHAPTER IV RESEARCH RESULT AND DISCUSSION.....</b>		<b>60</b>
4.1	General View of Research Object .....	60
4.1.1	The Overview of Sushi Mentai Medan.....	60
4.1.2	Organizational Structure.....	61
4.2	Pre-test Sampling Instrument Test.....	68
4.2.1	Pre-test Sampling Validity Test .....	68
4.2.2	Pre-test Sampling Reliability Test.....	71

4.3 Full Sampling Research Result .....	72
4.3.1 Descriptive Statistic .....	72
4.3.1.1 Characteristics of Respondents .....	72
4.3.1.2 Respondents Responses .....	76
4.3.2 Classic Assumption Test.....	85
4.3.2.1 Normality Test .....	85
4.3.2.2 Heteroscedasticity Test.....	86
4.3.3 Inferential Statistic .....	89
4.3.3.1 Linear Regression.....	89
4.3.3.2 Coefficient of Determination .....	91
4.3.4 Hypothesis Test .....	92
4.3.4.1 T-test.....	92
4.3.4.2 F-test .....	94
4.4 Discussion .....	95

## **CHAPTER V CONCLUSION**

5.1 Conclusion .....	99
5.2 Recommendation.....	100
<b>REFERENCES .....</b>	<b>103</b>

## LIST OF FIGURES

	Page
Figure 1.1 The Interior Atmosphere of Sushi Mentai Restaurant.....	6
Figure 1.2 Google Review about Sushi Mentai Restaurant.....	8
Figure 2.1 The Expectancy-Disconfirmation Model of Satisfaction .....	26
Figure 2.2 Research Model.....	39
Figure 2.3 Framework of Thinking .....	40
Figure 4.1 Organization Structure.....	6
Figure 4.2 Respondent Based on Gender .....	73
Figure 4.3 Respondent Based on Age .....	74
Figure 4.4 Respondent Based on Education Level .....	75
Figure 4.5 The Result of Heteroscedasticity.....	87
Figure 4.6 Histogram of Data Distribution.....	88
Figure 4.7 P-P Plot of Data Distribution .....	88
Figure 4.8 The Equation of Linear Regression.....	90

## LIST OF TABLES

	Page
Table 3.1 Likert Scales.....	47
Table 3.2 Table of Operation for Variable X .....	49
Table 3.3 Table of Operation for Variable Y .....	50
Table 3.4 Measurement of R (Validity) .....	51
Table 3.5 Measurement of $\alpha$ (Reliability).....	52
Table 3.6 Measurement of Determination Test .....	57
Table 4.1 Validity Test for Questions in Variable Service Quality (X1).....	69
Table 4.2 Validity Test for Questions in Variable Food Quality (X2) .....	70
Table 4.3 Validity Test for Questions in Variable Price (X3).....	70
Table 4.4 Validity Test for Questions in Variable Customer Satisfaction (Y).....	71
Table 4.5 Reliability Test on Variable X and Y .....	72
Table 4.6 Respondent Based on Gender .....	73
Table 4.7 Respondent Based on Age .....	74
Table 4.8 Respondent Based on Education Level .....	75
Table 4.9 Questionnaire Result of Service Quality (X1) .....	77
Table 4.10 Questionnaire Result of Food Quality (X2).....	78
Table 4.11 Questionnaire Result of Price (X3) .....	79
Table 4.12 Questionnaire Result of Customer Satisfaction (Y) .....	80
Table 4.13 Descriptive Statistics of Service Quality (X1) .....	81
Table 4.14 Descriptive Statistics of Food Quality (X2).....	82
Table 4.15 Descriptive Statistics of Price (X3) .....	83
Table 4.16 Descriptive Statistics of Customer Satisfaction (Y) .....	84
Table 4.17 Normality Test One-Sample Kolmogorov-Smirnov Test.....	85
Table 4.18 The Coefficient of Linear Regression .....	89
Table 4.19 Determination Test Between Variable X and Y.....	92
Table 4.20 The Result of T-Test.....	93
Table 4.21 The Result of F-Test.....	94

## **LIST OF APPENDICES**

APPENDIX A	: Research Questionnaire .....	A-1
APPENDIX B	: Questionnaire Data of Service Quality .....	B-1
APPENDIX C	: Questionnaire Data of Food Quality .....	C-1
APPENDIX D	: Questionnaire Data of Price .....	D-1
APPENDIX E	: Questionnaire Data of Customer Satisfaction.....	E-1
APPENDIX F	: SPSS Output .....	F-1
APPENDIX G	: Distribution of T-Table .....	G-1
APPENDIX H	: Distribution of R-Table .....	H-1
APPENDIX I	: Letter .....	I-1
APPENDIX J	: Picture.....	J-1