

Table of Contents

PREFACE	v
ABSTRAK.....	vii
ABSTRACT	viii
Table of Contents.....	vii
LIST OF TABLES.....	ix
LIST OF FIGURES.....	x
CHAPTER I: INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.2 Problem Statement.....	6
1.3 Research Questions.....	6
1.4 Research Objectives.....	8
1.5 Scope of the Study.....	9
1.6 Significance of the Study.....	9
1.6.1 For the Researcher.....	9
1.6.2 Business School.....	9
1.6.3 Generation Z, Generation Y, and Generation X.....	10
1.6.4 Future Researchers.....	10
1.6.5 For Restaurant Owners or Corporations.....	10
1.7 Organization of the Study.....	11
1.7.1 Chapter I: Introduction.....	11
1.7.2 Chapter II: Literature Review.....	12
1.7.3 Chapter III: Research Methodology.....	12
1.7.4 Chapter IV: Results and Discussions.....	12
1.7.5 Chapter V: Conclusions and Suggestions.....	12
CHAPTER II: LITERATURE REVIEW.....	13
2.1 International Business and Consumer Behavior.....	13
2.2 The Research Variables Used.....	15
2.2.1 Service Quality.....	15
2.2.2 Restaurant Atmosphere.....	16

2.2.3 Price Fairness.....	17
2.2.4 Country of Origin	18
2.2.5 Customer Satisfaction.....	20
2.2.6 Customer Loyalty.....	21
2.3 Theoretical Framework.....	23
2.4 Hypothesis Development.....	24
2.4.1 Service quality on customer satisfaction	24
2.4.2 Restaurant atmosphere on customer satisfaction	24
2.4.3 Price fairness on customer satisfaction.....	25
2.4.4 Country of origin on customer satisfaction	26
2.4.5 Customer satisfaction on customer loyalty	27
2.4.6 Mediating Role.....	27
2.5 Research Hypothesis	28
CHAPTER III: RESEARCH METHODOLOGY	30
3.1 Research Subject and Object	30
3.2 Research Paradigm.....	31
3.3 Purpose of This Study.....	33
3.4 Types of Research	33
3.5 The Extent of Research Interference	34
3.6 Research Setting	34
3.7 Unit of Analysis	35
3.8 Time Horizon	35
3.9 Variable Measure	36
3.10 Mediation Analysis.....	37
3.11 Data Collection Ethics.....	38
3.12 Data Collection Method.....	39
3.13 Sample Design & Sample Size.....	40
3.13.1 Sample Design	40
3.13.2 Sample Size.....	40
3.14 Measurement of Scale.....	41
3.15 Data Analysis	46

3.15.1 Evaluation of Measurement Model (Outer Model)	47
3.15.2 Evaluation of the Structural Model (Inner Model).....	49
CHAPTER IV: RESULTS AND DISCUSSIONS.....	51
4.1 Profile of the Respondents	51
4.1.1 Age of the Respondents.....	53
4.1.2 Monthly Expense for Food and Drinks of the Respondents.....	53
4.1.3 Occupation of the Respondents	54
4.1.4 Education Level of the Respondents.....	54
4.1.5 Frequency of Monthly Visits to Fast Food Restaurants of the Respondents....	55
4.2 Pre-test Study	55
4.2.1 Pre-Test Composite Reliability	55
4.2.2 Pre-Test Convergent Validity.....	57
4.2.3 Pre-Test Discriminant Validity.....	64
4.3 Actual Study.....	67
4.3.1 Descriptive Statistics	67
4.3.2 Actual Composite Reliability.....	71
4.3.3 Actual Convergent Validity	72
4.3.4 Actual Discriminant Validity	75
4.3.5 Inner (Structural) Model	75
4.3.6 Hypothesis Testing.....	78
4.4 Discussions	79
4.5 Mediation Analysis	83
CHAPTER V: CONCLUSIONS AND SUGGESTIONS	85
5.1 Conclusions.....	85
5.2 Theoretical Implication	87
5.3 Managerial Implication.....	88
5.4 Research Limitation and Future Research Suggestion.....	90
REFERENCES.....	92
APPENDIX LIST	107

LIST OF TABLES

Table 1.1 Number of Burger King stores in Indonesia	5
Table 3.1 Types of Variables in This Research	36
Table 3.2 Ethical Principles	38
Table 3.3 Conceptual and Operational Definition	42
Table 4.1 Demographic Characteristics of Respondents	51
Table 4.2 Initial Pre-Test Composite Reliability	56
Table 4.3 Final Pre-Test Composite Reliability.....	56
Table 4.4 Initial Pre-Test Convergent Validity.....	57
Table 4.5 Final Pre-Test Convergent Validity	62
Table 4.6 Initial Pre-Test Discriminant Validity	64
Table 4.7 Final Pre-Test Discriminant Validity.....	65
Table 4.8 Final Indicators	65
Table 4.9 Descriptive Statistics of Actual Results	67
Table 4.10 Final Indicators	71
Table 4.11 Actual Convergent Validity	72
Table 4.12 Actual Discriminant Validity.....	75
Table 4.13 Actual R Square Value.....	76
Table 4.14 Collinearity Test.....	77
Table 4.15 Hypothesis Table	78
Table 4.16 Mediation Analysis	83

LIST OF FIGURES

Figure 1.1 Burger King Indonesia Sales Trend YoY (2019-2022).....	2
Figure 1.2 Fast Food Restaurants That Provides The Best Service According to Indonesian Citizens (January 2023)	3
Figure 1.3 Indonesian Foodservice Market Size Expected Growth (2023-2029).....	4
Figure 1.4 Indonesian Foodservice Market CAGR % By Foodservice Type (2023-2029).....	4
Fig. 2.2 Research framework	23

