

DAFTAR ISI

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 xiii

LIST OF TABLES xiv

LIST OF APPENDICES..... xv

CHAPTER I INTRODUCTION

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

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Theoretical Background..... 9

2.1.1 Purchase Decision Theory..... 9

2.1.1.1 Purchase Decision Definition 9

2.1.1.2 Purchase Decision Structure 10

2.1.1.3 Factors Affecting Purchase Decision..... 11

2.1.1.4 Purchase Decision Model 13

2.1.1.5 Purchase Decision Indicators..... 14

2.1.2	Service Quality Theory	15
2.1.2.1	Service Quality Definition	15
2.1.2.2	Service Quality Constraints	16
2.1.2.3	Service Quality Ethics	17
2.1.2.4	Service Quality Benefits	18
2.1.2.5	Alternative Quality of Service	19
2.1.2.6	Service Quality Indicators	19
2.1.3	Product Quality Theory	21
2.1.3.1	Definition of Product Quality	21
2.1.3.2	Product Life Cycle Characteristics	22
2.1.3.3	Product Quality Control.....	23
2.1.3.4	Factor Affecting Product Quality	23
2.1.3.5	Food Quality Indicator.....	23
2.1.4	Store Atmosphere Theory	25
2.1.4.1	Definition of Store Atmosphere.....	25
2.1.4.2	Factors Affecting Store Atmosphere	26
2.1.4.3	Store Atmosphere Types.....	27
2.1.4.4	Store Atmosphere Indicator	25
2.1.5	The Effect of Service Quality on Purchase Decision.....	29
2.1.6	The Effect of Food Quality on Purchase Decision.....	29
2.1.7	The Effect of Store Atmosphere on Purchase Decision.....	30
2.2	Previous Research.....	30
2.3	Hypothesis	31
2.4	Research Model	34
2.5	Framework of Thinking	35

CHAPTER III RESEARCH METHODOLOGY

3.1	Research Design	37
3.2	Population and Sample	37
3.3	Data Collection Method.....	39
3.4	Operational Definition and Variable Measurement.....	40
3.4.1	Operational Definition	40
3.4.2	Variable Measurement	43
3.5	Data Analysis Method	44
3.5.1	Research Instrument Test.....	44

3.5.2	Descriptive Statistics	44
3.5.3	Classical Assumption Test	45
3.5.3.1	Normality Test	45
3.5.3.2	Multicollinearity Test	46
3.5.3.3	Heteroscedasticity Test	47
3.5.4	Multiple Regression Linear	47
3.5.5	Hyphotesis Testing.....	48
3.5.3.1	Partial Hypothesis Testing.....	48
3.5.3.2	Simultaneous Hypothesis Testing.....	48
3.5.6	Coefficient of Determination Test	49

CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1	General View of Research Object	50
4.1.1	Research Overview Mano Ristorante.....	50
4.1.2	Vision and Mission	51
4.1.3	Organizational Structure	51
4.2	Research Result	52
4.2.1	Test of Research Instrument	52
4.2.1.1	Validity Test	52
4.2.1.2	Reliability Test.....	55
4.2.2	Descriptive Statistic	57
4.2.2.1	Respondent Characteristic	57
4.2.2.2	Explanation of Respondent Answers.....	58
4.2.3	Classic Assumption Test	63
4.2.3.1	Normality Test	63
4.2.3.2	Heteroscedasticity Test.....	65
4.2.3.3	Multicollinerity Test	66
4.2.4	Multiple Linear Regression Analysis.....	66
4.2.5	Hyphotesis Testing.....	68
4.2.5.1	Hyphotesis Test (Partial)	68
4.2.5.2	Hyphotesis Test (Simultaneous;y).....	69
4.2.6	Determination Coefficient	69
4.3	Discussion.....	70

CHAPTER V CONCLUSION

5.1 Conclusion	76
5.2 Recommendation.....	77

REFERENCES.....	80
------------------------	-----------



LIST OF TABLES

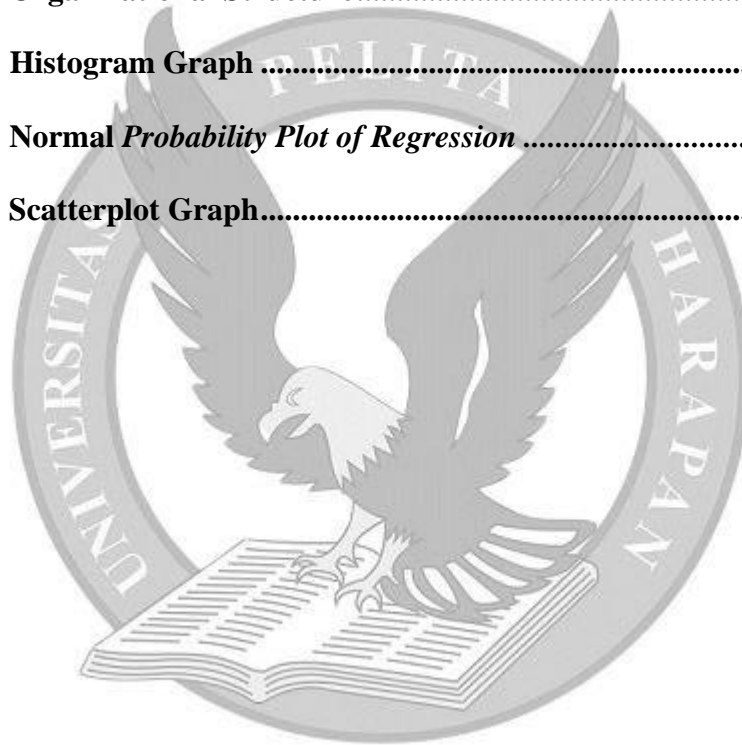
Table 2.1	Previous Research	30
Table 3.1	Definition of Operational Variable	41
Table 4.1	Result of Service Quality Variable Validity Testing	53
Table 4.2	Result of Food Quality Variable Validity Testing	54
Table 4.3	Result of Store Atmosphere Variable Validity Testing.....	54
Table 4.4	Result of Purchase Decision Variable Validity Testing	55
Table 4.5	Result of Service Quality Variable Reliability Testing	56
Table 4.6	Result of Food Quality Variable Reliability Testing	56
Table 4.7	Result of Store Atmosphere Variable Reliability Testing.....	56
Table 4.8	Result of Purchase Decision Variable Reliability Testing	56
Table 4.9	Respondent Identity Based on Gender	57
Table 4.10	Respondent Identity Based on Age	57
Table 4.11	Respondent Identity Based on Visiting Frequency.....	58
Table 4.12	Distribution of Respondents' Answers to Service Quality	58
Table 4.13	Distribution of Respondents' Answers to Food Quality	59
Table 4.14	Distribution of Respondents' Answers to Store Atmosphere	59
Table 4.15	Distribution of Respondents' Answers to Purchase Decision	60
Table 4.16	Mean, Median, and Mode of Service Quality Statement	60
Table 4.17	Mean, Median, and Mode of Food Quality Statement	61
Table 4.18	Mean, Median, and Mode of Store Atmosphere Statement.....	61
Table 4.19	Mean, Median, and Mode of Purchase Decision Statement	61

Table 4.20 Mean, Median, and Mode.....	62
Table 4.21 One-Sample Kolmogorov-Smirnov Test	64
Table 4.22 Multicollinearity Test.....	66
Table 4.23 Multiple Linear Regression Analysis.....	67
Table 4.24 Partial Hypothesis t-Test	68
Table 4.25 Simultaneously Hypothesis F-Test.....	69
Table 4.26 Determination Coefficient Test	70



LIST OF FIGURES

Figures 1.1 Mano Ristorante Overview.....	2
Figures 1.2 Positive Consumer Review of Mano Ristorante	3
Figures 1.3 Consumer Review of Mano Ristorante	5
Figures 2.1 Research Model	34
Figures 2.2 Framework of Thinking.....	36
Figures 4.1 Organizational Structure.....	51
Figures 4.2 Histogram Graph	63
Figures 4.3 Normal <i>Probability Plot of Regression</i>	64
Figures 4.4 Scatterplot Graph.....	65



LIST OF APPENDICES

APPENDIX A QUESTIONNAIRE	A-1
APPENDIX B KUESIONER	B-1
APPENDIX C PRE TEST DATA TABULATION.....	C-1
APPENDIX D VALIDITY AND RELIABILITY TEST RESULT.....	D-1
APPENDIX E MAIN TEST DATA TABULATION.....	E-1
APPENDIX F MAIN TEST OUTPUT.....	F-1

