

## TABLE OF CONTENTS

### **COVER PAGE**

### **TITLE PAGE**

### **FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT**

<b>APPROVAL PAGE BY FINAL PAPER ADVISOR .....</b>	<b>i</b>
---------------------------------------------------	----------

<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....</b>	<b>ii</b>
------------------------------------------------------------	-----------

<b>ABSTRACT.....</b>	<b>iii</b>
----------------------	------------

<b>ABSTRAK .....</b>	<b>iv</b>
----------------------	-----------

<b>PREFACE.....</b>	<b>v</b>
---------------------	----------

<b>TABLE OF CONTENTS.....</b>	<b>vii</b>
-------------------------------	------------

<b>LIST OF FIGURES.....</b>	<b>x</b>
-----------------------------	----------

<b>LIST OF TABLES.....</b>	<b>xi</b>
----------------------------	-----------

<b>LIST OF APPENDICES .....</b>	<b>xiii</b>
---------------------------------	-------------

<b>CHAPTER I .....</b>	<b>xiii</b>
------------------------	-------------

<b>INTRODUCTION.....</b>	<b>1</b>
--------------------------	----------

1.1    Background of the Study .....	1
--------------------------------------	---

1.2    Problem Limitation.....	8
--------------------------------	---

1.3    Problem Formulation.....	9
---------------------------------	---

1.4    The objective of the Research.....	10
-------------------------------------------	----

1.5    The benefit of the Research .....	10
------------------------------------------	----

1.5.1    Theoretical Benefit .....	11
------------------------------------	----

1.5.2    Practical Benefit .....	11
----------------------------------	----

<b>CHAPTER II .....</b>	<b>12</b>
-------------------------	-----------

<b>LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT .....</b>	<b>12</b>
-----------------------------------------------------------	-----------

2.1    Theoretical Background .....	12
-------------------------------------	----

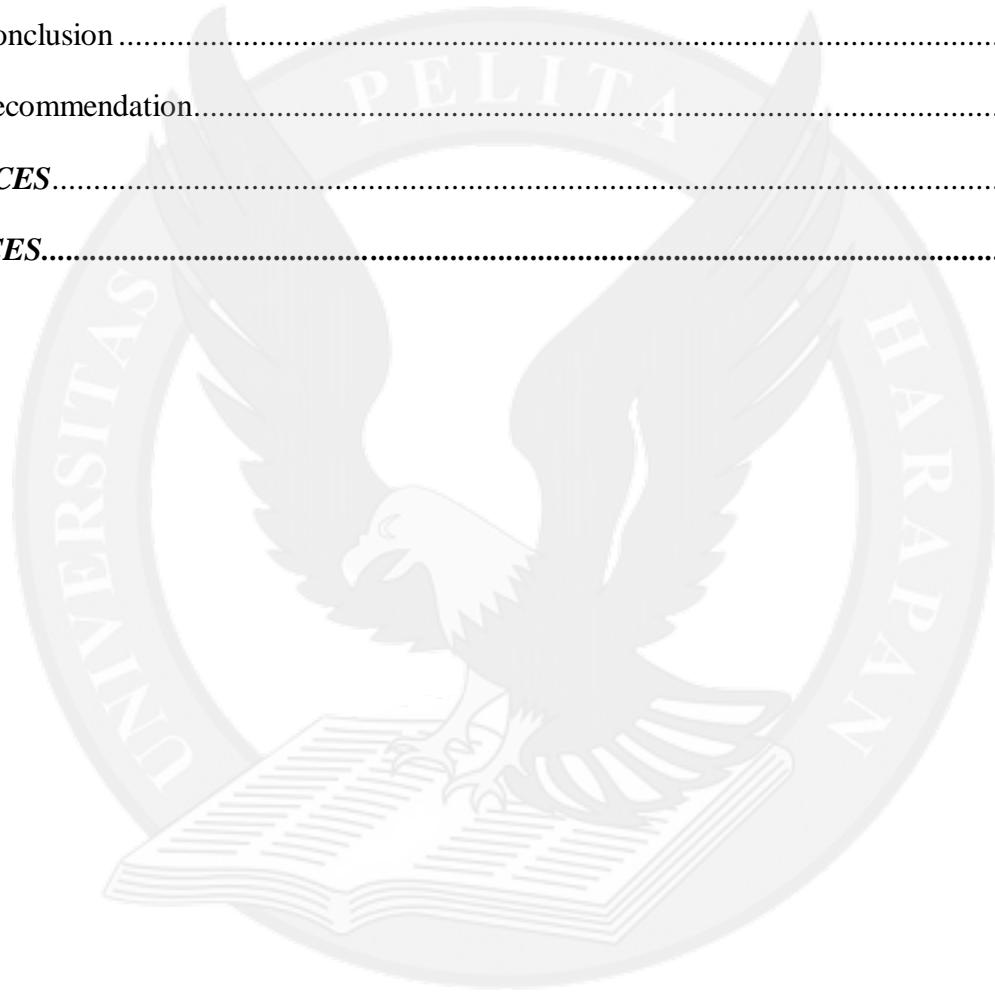
2.1.1    Hospitality Management.....	12
--------------------------------------	----

2.1.2    Hospitality Industry.....	12
------------------------------------	----

2.1.3    Restaurant Industry.....	13
-----------------------------------	----

2.1.4	Price.....	15
2.1.5	Service Quality.....	16
2.1.6	Product Quality .....	19
2.1.7	Customer Satisfaction.....	20
2.2	Previous Research .....	22
2.3	Hypothesis Development.....	23
2.4	Research Model.....	24
2.5	Framework of Thinking.....	26
<b>CHAPTER III</b>	.....	<b>27</b>
<b>RESEARCH METHODOLOGY</b>	.....	<b>27</b>
3.1	Research Design.....	27
3.2	Population and Sample .....	28
3.3	Data Collection Method .....	30
3.4	Operational Definition and Variable Measurement .....	32
3.4.1	Operational Definition.....	32
3.4.2	Variable Measurement.....	33
3.5	Data Analysis Method.....	34
3.5.1	Test of Research Instrument .....	34
3.5.2	Descriptive Statistics .....	36
3.5.3	Classical Assumption Test.....	39
3.5.4	Multiple Linear Regression Analysis .....	40
3.5.5	Coefficient of Determination .....	41
3.5.6	Hypothesis Test.....	42
<b>CHAPTER IV</b>	.....	<b>44</b>
<b>RESEARCH RESULT AND DISCUSSION</b>	.....	<b>44</b>
4.1	General View of Kuhu Resto Medan .....	44
4.1.1	Organization Structure of Kuhu Resto Medan.....	46
4.2	Research Result.....	49

4.2.1	Test of Research Instrument .....	49
4.2.2	Descriptive Statistic.....	52
4.2.3	Classical Assumption Test.....	66
4.2.4	Hypothesis Test.....	73
4.3	Discussion.....	76
<b>CHAPTER V</b> .....		<b>80</b>
<b>CONCLUSION</b> .....		<b>80</b>
5.1	Conclusion .....	80
5.2	Recommendation.....	81
<b>REFERENCES</b> .....		<b>84</b>
<b>APPENDICES</b> .....		<b>A-1</b>



**LIST OF FIGURES**

Figure 1. 1 Chart of Reviewer.....	6
Figure 2. 1 Research Model .....	25
Figure 2. 2 Frame of Thinking .....	26
Figure 4. 1 Organizational Structure of Kuhu Resto Medan .....	46
Figure 4. 2 Histogram Graph .....	67
Figure 4. 3 Normal P – P Plot Graph.....	67
Figure 4. 4 Scatterplot Graph.....	70

## LIST OF TABLE

Table 1. 1 Compilation Of Negative Guest's Review at Kuhi Resto Medan.....	5
Table 1.2 List Price of Menu Comparison.....	7
Table 1.3 Service Quality Comparison.....	7
Table 1.4 Product Quality Comparison.....	8
Table 2. 1 Previous Research.....	22
Table 3. 1 Indicators of Operational Variables .....	33
Table 3. 2 Likert Scale.....	34
Table 3. 3 Reliability Test Scale.....	36
Table 4. 1 Validity Test for Price(X1).....	49
Table 4. 2 Validity Test for Service Quality(X2).....	50
Table 4. 3 Validity Test for Product Quality (X3) .....	50
Table 4. 4 Validity Test for Customer Satisfaction (Y).....	51
Table 4. 5 Reliability Test.....	51
Table 4. 6 Characteristics of Respondents Based on Gender.....	52
Table 4. 7 Characteristics of Respondent Based on Age.....	52
Table 4. 8 Characteristics of Respondents based on Visit.....	53
Table 4. 9 Frequency of Respondents for Price (X1) .....	54
Table 4. 10 Frequency of Respondents for Service Quality (X2) .....	55
Table 4. 11 Frequency of Respondents for Product Quality (X3).....	57

Table 4. 12 Frequency of Respondents for Customer Satisfaction (X3) .....	59
Table 4. 13 Interval Class for Price .....	61
Table 4. 14 Interval Class for Service Quality .....	61
Table 4. 15 Interval Class for Product Quality.....	62
Table 4. 16 Interval Class for Product Quality.....	62
Table 4. 17 Mean, Median, Mode, and Standard Deviation .....	63
Table 4. 18 Interval Class for Likert Scale .....	65
Table 4. 19 Descriptive Statistics for Price, Service Quality, Product Quality, and Customer Satisfaction .....	65
Table 4. 20 One sample Kolmogorov – Smirnov Test .....	68
Table 4. 21 Multicollinearity Test .....	69
Table 4. 22 Glejser Test Result .....	70
Table 4. 23 Multiple Linear Regression Test .....	71
Table 4. 24 Coefficient of Determination Test .....	73
Table 4. 25 T-test.....	74
Table 4. 26 F-test.....	75

## **LIST OF APPENDICES**

Appendix A: Research Questionnaire .....	A-1
Appendix B: Pre-test Data Tabulation.....	B-1
Appendix C: Main test Data Tabulation.....	C-1
Appendix D: SPSS Output.....	D-1
Appendix E: T Table.....	E-1
Appendix F: F table.....	F-1
Appendix G: Company Letter.....	G-1
Appendix H: Company Letter.....	H-1
Appendix I: Documentation.....	I-1