

TABLE OF CONTENTS

| | page |
|--|------|
| COVER PAGE | |
| TITLE PAGE | |
| FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT | ii |
| APPROVAL PAGE BY FINAL PAPER ADVISOR | iii |
| APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE | iv |
| ABSTRACT | v |
| ABSTRAK | vi |
| PREFACE | vii |
| TABLE OF CONTENTS | ix |
| LIST OF FIGURES | xiii |
| LIST OF TABLES | xiv |
| LIST OF APPENDICES | xvi |
| | |
| CHAPTER I INTRODUCTION | 1 |
| 1.1. Background of the Study | 1 |
| 1.2. Problem Limitation | 9 |
| 1.3. Problem Formulation | 9 |
| 1.4. Objective of the Research | 10 |
| 1.5. Benefit of the Research | 11 |
| 1.5.1 Theoretical Benefit | 11 |
| 1.5.2 Practical Benefit | 11 |
| | |
| CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT | 12 |
| 2.1. Theoretical Background | 12 |
| 2.1.1. Marketing | 12 |
| 2.1.1.1 Functions of Marketing | 13 |
| 2.1.2. Brand Image | 14 |
| 2.1.2.1 Definition of Brand Image | 14 |

| | |
|--|-----------|
| 2.1.2.2 Benefit of Brand Image | 15 |
| 2.1.2.3 Indicators of Brand Image | 16 |
| 2.1.3. Atmosphere | 18 |
| 2.1.3.1 Definition of Atmosphere | 18 |
| 2.1.3.2 Factors of Atmosphere..... | 18 |
| 2.1.3.3 Indicators of Atmosphere..... | 20 |
| 2.1.4. Food Quality | 21 |
| 2.1.4.1 Definition of Food Quality | 21 |
| 2.1.4.2 Factors of Food Quality..... | 21 |
| 2.1.4.3 Indicators of Food Quality | 23 |
| 2.1.5. Customer Purchase Decision..... | 24 |
| 2.1.5.1. Definition of Purchase Decision..... | 24 |
| 2.1.5.2. Factors of Purchase Decision | 25 |
| 2.1.5.3. Indicators of Purchase Decision | 28 |
| 2.1.6. The Influence of Brand Image on Customer Purchase Decision | 29 |
| 2.1.7. The Influence of Atmosphere on Customer Purchase Decision..... | 30 |
| 2.1.8. The Influence of Food Quality on Customer Purchase Decision | 31 |
| 2.1.9. The Influence of Brand Image, Atmosphere and Food Quality on Customer Purchase Decision..... | 32 |
| 2.2. Previous Research..... | 32 |
| 2.3. Hypothesis Development | 34 |
| 2.4. Research Model | 35 |
| 2.5. Framework of Thinking | 36 |
| CHAPTER III RESEARCH METHODOLOGY | 37 |
| 3.1 Research Design..... | 37 |
| 3.2 Population and Sample | 38 |
| 3.2.1. Location and Time | 38 |
| 3.2.2. Population | 38 |
| 3.2.3. Sample..... | 38 |
| 3.3 Data Collection Method..... | 40 |
| 3.4 Operational Definition and Variable Measurement | 41 |

| | |
|---|--------|
| 3.4.1. Operational Definition | 41 |
| 3.4.2. Variable Measurement..... | 45 |
| 3.5 Data Analysis Method..... | 45 |
| 3.5.1. Test of Research Instrument..... | 45 |
| 3.5.2. Descriptive Statistics..... | 47 |
| 3.5.3. Classical Asumption Test | 51 |
| 3.6 Multiple Linear Regression Analysis..... | 54 |
| 3.7 Hyphotesis Test | 55 |
| CHAPTER IV RESEARCH RESULT AND DISCUSSION | 58 |
| 4.1. General View of Research Object..... | 58 |
| 4.1.1. Brief Overview of Sondoro Safinah Medan | 58 |
| 4.1.2. Organizational Structure | 59 |
| 4.2. Research Result..... | 62 |
| 4.2.1 Test of Research Instrument..... | 62 |
| 4.2.1.1 Validity Test..... | 62 |
| 4.2.1.2 Reliability Test..... | 64 |
| 4.2.2 Descriptive Statistics..... | 64 |
| 4.2.2.1 Respondent Charateristics | 64 |
| 4.2.2.2 Explanation of Respondents Answer of Variable | 66 |
| 4.2.2.3 Mean, Median, Mode, Variance and Standard Deviation.... | 74 |
| 4.2.3 Result of Data Quality Testing | 84 |
| 4.2.3.1 Classical Asumption Testing Result | 84 |
| 4.2.3.2 Multiple Linear Regression Results | 88 |
| 4.2.4 Result of Hyphotesis Testing | 89 |
| 4.2.4.1 T test..... | 89 |
| 4.2.4.2 F Test | 90 |
| 4.2.4.3 Coefficient of Determination..... | 91 |
| 4.3. Discussion | 92 |
| CHAPTER V CONCLUSION | 97 |
| 5.1 Conclusion | 97 |

| | |
|-------------------------------|------------|
| 5.2 Recommendation | 97 |
| REFERENCES..... | 100 |



LIST OF FIGURES

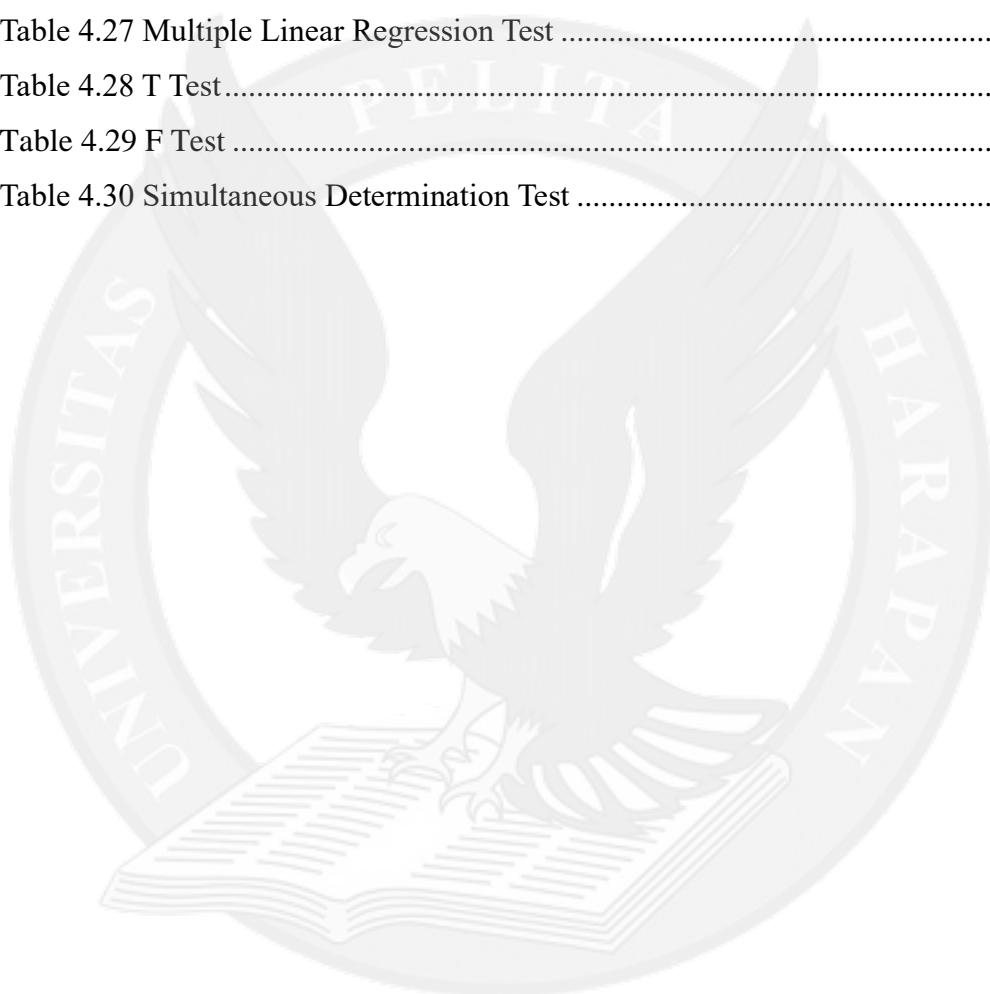
| | |
|---|----|
| Figure 1.1 Number of Transactions at Sondoro Safinah 2021-2023..... | 3 |
| Figure 1.2 Restaurant Conditions at Sondoro Safinah..... | 6 |
| Figure 2.1 Research Model..... | 35 |
| Figure 2.2 Framework of Thinking..... | 36 |
| Figure 4.1 Organizational Structure of Sondoro Safinah Medan..... | 59 |
| Figure 4.2 Histogram Graph | 85 |
| Figure 4.3 Normal Plot Graph | 85 |
| Figure 4.4 Scatterplot Graph..... | 87 |



LIST OF TABLES

| | |
|--|----|
| Table 1.1 Number of Transactions Data of Sondoro Safinah Medan | 3 |
| Table 1.2 List of Seafood Restaurant..... | 4 |
| Table 1.3 Ratings of Brand Image | 5 |
| Table 3.1 Operational Variable Brand Image (X ₁)..... | 43 |
| Table 3.2 Operational Variable Atmosphere (X ₂) | 43 |
| Table 3.3 Operational Variable Food Quality (X ₃)..... | 44 |
| Table 3.4 Operational Variable Purchasing Decision (Y) | 44 |
| Table 3.5 Likert Scale | 45 |
| Table 4.1 Validity Test of Brand Image..... | 62 |
| Table 4.2 Validity Test of Atmosphere..... | 63 |
| Table 4.3 Validity Test of Food Quality | 63 |
| Table 4.4 Validity Test of Purchasing Decision | 63 |
| Table 4.5 Reliability Test | 64 |
| Table 4.6 Charateristics Based on Age..... | 64 |
| Table 4.7 Charateristics Based on Gender | 65 |
| Table 4.8 Charateristics Based on Frequency of Visits..... | 65 |
| Table 4.9 Charateristics Based on Education..... | 66 |
| Table 4.10 Respondent Answer on Variable Brand Image | 66 |
| Table 4.11 Respondent Answer on Variable Atmosphere | 68 |
| Table 4.12 Respondent Answer on Variable Food Quality | 70 |
| Table 4.13 Respondent Answer on Variable Purchase Decision | 72 |
| Table 4.14 Interval Class of Brand Image..... | 75 |
| Table 4.15 Interval Class of Atmosphere..... | 75 |
| Table 4.16 Interval Class of Food Quality | 75 |
| Table 4.17 Interval Class of Purchase Decision..... | 76 |
| Table 4.18 Mean, Median, Mode, Variance and Std Deviation of Variables | 76 |
| Table 4.19 Interval Class for Likert Scale..... | 78 |
| Table 4.20 Mean, Median, Mode, Variance and Std Deviation of Brand Image ... | 78 |

| | |
|--|----|
| Table 4.21 Mean, Median, Mode, Variance and Std Deviation of Atmosphere..... | 80 |
| Table 4.22 Mean, Median, Mode, Variance and Std Deviation of Food Quality... | 81 |
| Table 4.23 Mean, Median, Mode and Std Deviation of Purchase Decision | 83 |
| Table 4.24 One Sample Kolmogorov Test | 86 |
| Table 4.25 Multicolinearity Test | 86 |
| Table 4.26 Glejser Test..... | 88 |
| Table 4.27 Multiple Linear Regression Test | 88 |
| Table 4.28 T Test..... | 89 |
| Table 4.29 F Test | 91 |
| Table 4.30 Simultaneous Determination Test | 91 |



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: Research Statement Letter | H-1 |

