

TABLE OF CONTENTS

	Page
COVER PAGE	
TITLE PAGE	i
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iii
APPROVAL PAGE BY SKRIPSI EXAMINATION COMMITTEE	iv
ABSTRACT	v
ABSTRAK.....	vi
PREFACE	vii
TABLE OF CONTENTS.....	ix
LIST OF TABLES	xiii
LIST OF FIGURES	xv
LIST OF APPENDICES.....	xvi
1 CHAPTER I INTRODUCTION	1
1.1 Background of The Study.....	1
1.2 Problem Limitation	10
1.3 Problem Formulation	11
1.4 Objective of research.....	12
1.5 Benefit of the research	12
1.5.1 Theoretical Benefit.....	12
1.5.2 Practical Benefit.....	13
2 CHAPTER II LITERATURE REVIEW AND HYPOTHESIS	
DEVELOPMENT	14
2.1 Theoretical Background	14
2.1.1 Hospitality Industry	14
2.1.2 Hospitality Management	15
2.1.3 Restaurant.....	15
2.1.4 Electronic Word of Mouth (E-WOM)	16
2.1.4.1 Definition of Electronic Word of Mouth	16

2.1.4.2 Difference between Word of Mouth and Electronic Word of Mouth.....	16
2.1.4.3 Indicators of Electronics Word of Mouth	17
2.1.5 Social Media Marketing	18
2.1.5.1 Definition of Social Media Marketing	19
2.1.5.2 Indicators of Social Media Marketing	19
2.1.6 Store Atmosphere	20
2.1.6.1 Definition of Store Atmosphere	21
2.1.6.2 Factors of Store Atmosphere.....	21
2.1.6.3 Indicators of Store Atmosphere.....	22
2.1.7 Customer Purchase Decision.....	23
2.1.7.1 Definition of Customer Purchase Decision.....	23
2.1.7.2 Purchase Decision Process.....	24
2.1.7.3 Indicators of Customer Purchase Decision	25
2.2 Previous Research.....	27
2.3 Hypothesis Development	30
2.3.1 The Influence of E-WOM Toward Customer Purchase Decision	30
2.3.2 The Influence of Social Media Marketing Toward Customer Purchase Decision.....	31
2.3.3 The Influence of Store Atmosphere Toward Customer Purchase Decision.....	31
2.3.4 The Influence of E-WOM, Social Media Marketing, and Store Atmosphere Toward Customer Purchase Decision	32
2.4 Research Model	33
2.5 Frame Work of Thinking.....	34
3 CHAPTER III RESEARCH METHODOLOGY	35
3.1 Research Design	35
3.2 Population and Sample.....	36
3.3 Data Collection Method	38
3.4 Operational Variable Definition and Variable Measurement.....	39
3.5 Data Analysis Method.....	41

3.5.1 Descriptive Analysis Method	41
3.5.2 Research Instrumental Test	44
3.5.3 Classical Assumption.....	45
3.5.4 Multiple Linear Regression Analysis.....	47
3.5.5 Determination Test.....	47
3.5.6 Hypothesis Test	48
4 CHAPTER IV RESEARCH RESULT AND DISCUSSION	50
4.1 General View of Glory Coffee Medan.....	50
4.1.1 Vision and Mission	50
4.1.2 Organization Structure	51
4.1.3 Job Description	51
4.2 Research Results	53
4.2.1 Descriptive Statistics	53
4.2.1.1 Characteristics of Respondents	53
4.2.1.2 Explanation of Respondents on Research Variables	55
4.2.1.3 Mean, Median, Mode, Variance, and Standard Deviation.....	70
4.2.2 Result of Data Quality Testing	72
4.2.2.1 Validity Test.....	72
4.2.2.2 Reliability Test	74
4.2.3 Result of Classical Assumption Test	75
4.2.3.1 Normality Test.....	75
4.2.3.2 Heteroscedasticity Test	77
4.2.3.3 Multicollinearity Test	78
4.2.4 Regression Analysis.....	79
4.2.4.1 Multiple Linear Regression Analysis	79
4.2.4.2 Determination Test	80
4.2.5 Hypothesis Test Result.....	81
4.2.5.1 T-Test.....	81
4.2.5.2 F-Test	82
4.3 Discussion.....	83
5 CHAPTER V CONCLUSION.....	87

5.1 Conclusion.....	87
5.2 Recommendation	88
REFERENCES	90



LIST OF TABLES

	Page
Table 1.1 Number Customer of Glory Coffee Medan January - July 2023.....	4
Table 1.2 Review of Glory Coffee Medan	6
Table 2.1 Previous Research.....	27
Table 3.1 Definition of Operational Variables	39
Table 4.1 Number of Respondent According to Gender	53
Table 4.2 Number of Respondents According to Age	54
Table 4.3 Number of Respondents According to Job	54
Table 4.4 E-WOM (X1) - Question 1.....	55
Table 4.5 E-WOM (X1) - Question 2.....	55
Table 4.6 E-WOM (X1) - Question 3.....	56
Table 4.7 E-WOM (X1) - Question 4.....	56
Table 4.8 E-WOM(X1) - Question 5.....	57
Table 4.9 E-WOM (X1) - Question 6.....	57
Table 4.10 Social Media Marketing (X2) - Question 7	58
Table 4.11 Social Media Marketing (X2) - Question 8	58
Table 4.12 Social Media Marketing (X2) - Question 9	59
Table 4.13 Social Media Marketing (X2) - Question 10	59
Table 4.14 Social Media Marketing (X2) - Question 11	60
Table 4.15 Social Media Marketing (X2) - Question 12	60
Table 4.16 Social Media Marketing (X2) - Question 13	61
Table 4.17 Social Media Marketing (X2) - Question 14	61
Table 4.18 Store Atmosphere (X3) - Question 15	62
Table 4.19 Store Atmosphere (X3) - Question 16	62
Table 4.20 Store Atmosphere (X3) - Question 17	63
Table 4.21 Store Atmosphere (X3) - Question 18	63
Table 4.22 Store Atmosphere (X3) - Question 19	64
Table 4.23 Store Atmosphere (X3) - Question 20	64

Table 4.24 Store Atmosphere (X3) - Question 21	65
Table 4.25 Store Atmosphere (X3) - Question 22	65
Table 4.26 Customer Purchase Decision (Y) - Question 23.....	66
Table 4.27 Customer Purchase Decision (Y) - Question 24.....	66
Table 4.28 Customer Purchase Decision (Y) - Question 25.....	67
Table 4.29 Customer Purchase Decision (Y) - Question 26.....	67
Table 4.30 Customer Purchase Decision (Y) - Question 27.....	68
Table 4.31 Customer Purchase Decision (Y) - Question 28.....	68
Table 4.32 Customer Purchase Decision (Y) - Question 29.....	69
Table 4.33 Customer Purchase Decision (Y) - Question 30.....	69
Table 4.34 Measurement for Descriptive Statistics	70
Table 4.35 Descriptive Statistics Score Description for E-WOM, Social Media Marketing, Store Atmosphere, and Customer Purchase Decision.....	71
Table 4.36 Validity Test Result for E-WOM	73
Table 4.37 Validity Test Result for Social Media Marketing.....	73
Table 4.38 Validity Test Result for Store Atmosphere	73
Table 4.39 Validity Test Result for Customer Purchase Decision	73
Table 4.40 Reliability Test Result.....	75
Table 4.41 One Sample Kolmogorov-Smirnov Test	76
Table 4.42 Spearman Rho Test	78
Table 4.43 Multicollinearity Test Result	78
Table 4.44 Multiple Linear Regression Analysis Result	79
Table 4.45 Determination Test Result	80
Table 4.46 T-Test Result	81
Table 4.47 F Test Result	83

LIST OF FIGURES

	Page
Figure 1.1 Number Of Customer Graph.....	5
Figure 1.2 Customer Review of Glory Coffee Medan at Google Review and Grab	5
Figure 1.3 Overview of Glory Coffee Medan Social Media Account (Instagram)	8
Figure 1.4 Store atmosphere of Glory Coffee Medan	9
Figure 2.1 Research Model	33
Figure 2.2 Framework of thinking	34
Figure 4.1 Organizational Structure	51
Figure 4.2 Normal P-Plot Regression Graph	76
Figure 4.3 Scatter Plot Graph	77

LIST OF APPENDICES

	Page
Appendix A : Questionnaire	A-1
Appendix B : Data Tabulation.....	B-1
Appendix C : Descriptive Statistics Analysis.....	C-1
Appendix D : Data Quality Testing	D-1
Appendix E : Classical Assumption Test	E-1
Appendix F : Regrssion Analysis.....	F-1
Appendix G : Hypothesis Test.....	G-1
Appendix H : Research Permission Letter From Glory Coffee Medan	H-1
Appendix I : Turnitin Report	I-1