

## TABLE OF CONTENTS

<b>COVER PAGE</b> .....	
<b>TITLE PAGE</b> .....	<b>i</b>
<b>DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT</b> .....	<b>ii</b>
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR</b> .....	<b>iii</b>
<b>APPROVAL PAGE BY SKRIPSI EXAMINATION COMMITTEE</b> .....	<b>iv</b>
<b>ABSTRACT</b> .....	<b>v</b>
<b>ABSTRAK</b> .....	<b>vi</b>
<b>PREFACE</b> .....	<b>vii</b>
<b>TABLE OF CONTENTS</b> .....	<b>ix</b>
<b>LIST OF TABLES</b> .....	<b>xii</b>
<b>LIST OF FIGURES</b> .....	<b>xiv</b>
<b>LIST OF APPENDICES</b> .....	<b>xv</b>
<b>1 CHAPTER I INTRODUCTION</b> .....	<b>1</b>
1.1 Background of The Study.....	1
1.2 Problem Limitation .....	8
1.3 Problem Formulation .....	8
1.4 Objective of research.....	9
1.5 Benefit of the research .....	9
1.5.1 Theoretical Benefit.....	9
1.5.2 Practical Benefit.....	10
<b>2 CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT</b> .....	<b>11</b>
2.1 Theoretical Background .....	11
2.1.1 Hospitality Management .....	11
2.1.2 Restaurant Industry .....	11
2.1.3 Digital Marketing (Instagram).....	12
2.1.3.1 Definition of Digital Marketing (Instagram).....	12

2.1.3.2 Differences Between Tradisional Marketing And Digital Marketing .....	13
2.1.3.3 Element of Digital Marketing .....	14
2.1.3.4 Indicator of Digital Marketing .....	15
2.1.4 Facilities .....	16
2.1.4.1 Definition of Facilities .....	16
2.1.4.2 Important Aspects of Facility .....	17
2.1.4.3 Factors influenced the design of facility .....	17
2.1.4.4 Indicator Facilities .....	19
2.1.5 Customer Experience .....	20
2.1.5.1 Definition of Customer Experience .....	20
2.1.5.2 Dimentions of Customer Experience .....	21
2.1.5.3 Indicator Customer Experience .....	22
2.1.6 Customer Decision Behavior .....	22
2.1.6.1 Definition of Customer Decision Behavior .....	23
2.1.6.2 Indicator Customer Decision Behavior .....	24
2.1.6.3 Indicator Customer Purchase Decision .....	25
2.2 Previous Research .....	26
2.3 Hypothesis Development .....	27
2.4 Research Model .....	28
2.5 Framework of Thinking .....	29
<b>3 CHAPTER III RESEARCH METHODOLOGY .....</b>	<b>30</b>
3.1 Research Design .....	30
3.2 Population and Sample .....	31
3.3 Data Collection Method .....	33
3.4 Operational Definition of Variables and Variable Measurement .....	34
3.5 Data Analysis Method .....	36
3.5.1 Descriptive Analysis Method .....	37
3.5.2 Research Instrument Test .....	38
3.5.3 Classical Assumption Test .....	40
3.5.4 Multiple Linear Regression Analysis .....	41

3.5.5 Determination Test.....	42
3.5.6 Hypothesis Test .....	43
<b>4 CHAPTER IV RESEARCH RESULT AND DISCUSSION .....</b>	<b>45</b>
4.1 General View of Research Object .....	45
4.1.1 Brief overview of B House Cafe and Dining Medan.....	45
4.1.2 Vision and Mission of B-House Cafe and Dining Medan .....	45
4.1.3 Organization Structure .....	45
4.2 Research Result.....	48
4.2.1 Descriptive Statistics.....	49
4.2.1.1 Characteristics of Respondents .....	49
4.2.1.2 Explanation Of Respondent On Research Variable .....	50
4.2.1.3 Mean, Median, Mode, Variance, and Standard Deviation.....	58
4.2.2 Result of Data Quality testing .....	60
4.2.2.1 Validity Test.....	60
4.2.2.2 Reliability Test .....	61
4.2.3 Classical Assumption Test .....	62
4.2.3.1 Normality Test.....	62
4.2.3.2 Heteroscedasticity Test .....	64
4.2.3.3 Multicollinearity Test .....	65
4.2.4 Regression Analysis.....	66
4.2.4.1 Multiple Linear Regression Analysis .....	66
4.2.4.2 Determination Test .....	67
4.2.5 Hypothesis Test Result.....	68
4.2.5.1 T-Test.....	68
4.2.5.2 F- Test .....	69
4.3 Discussion.....	70
<b>5 CHAPTER V CONCLUSION.....</b>	<b>74</b>
5.1 Conclusion.....	74
5.2 Recommendation .....	75
<b>REFERENCE.....</b>	<b>77</b>

## LIST OF TABLES

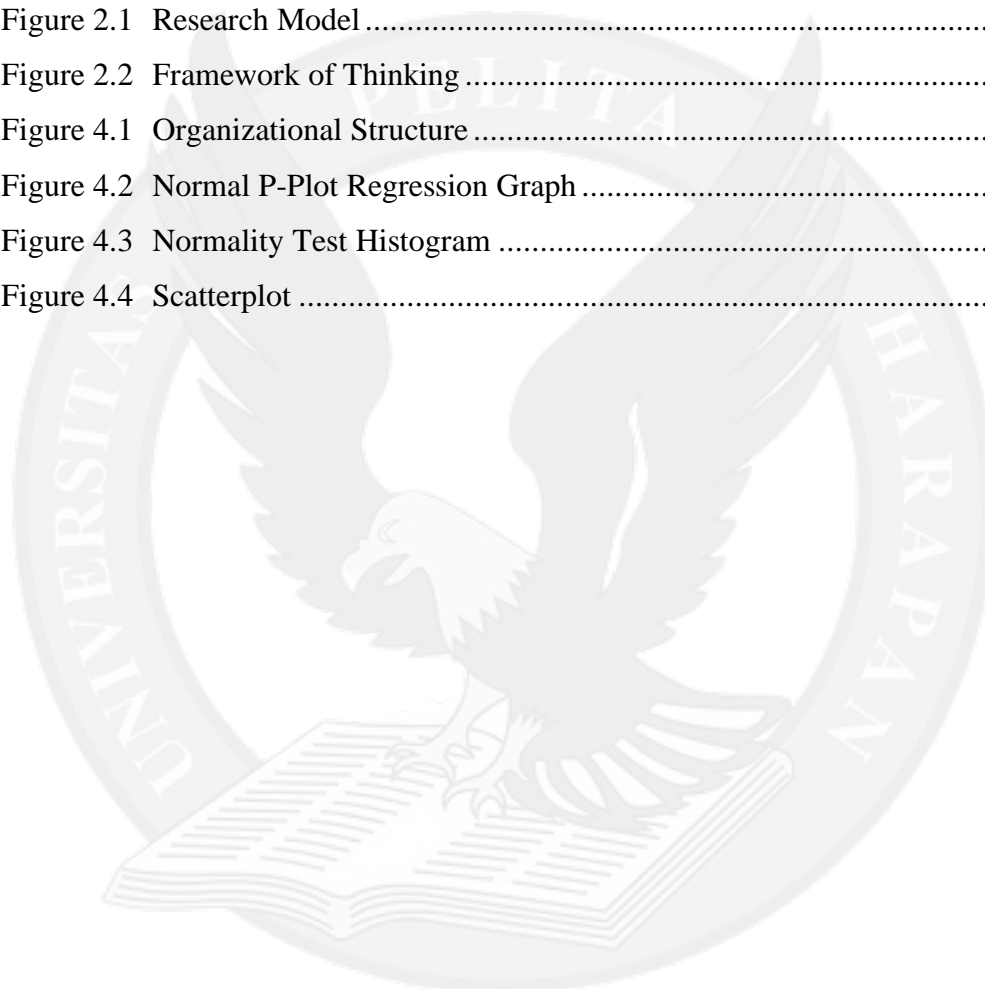
Tabel 1.1	Result of Google Review at B-House Cafe And Dining Medan.....	7
Tabel 2.1	Prevoius Research.....	26
Tabel 3.1	Definition of Operational Variables .....	35
Tabel 3.2	Likert Scale Measurement.....	36
Tabel 4.1	Characteristics of Respondents Based on Age .....	49
Tabel 4.2	Characteristics of Respondents Based on Gender .....	50
Tabel 4.3	Characteristics of Respondents Based on Job .....	50
Tabel 4.4	Digital Marketing (X1) – Question 1.....	51
Tabel 4.5	Digital Marketing (X1) – Question 2.....	51
Tabel 4.6	Digital Marketing (X1) – Question 3.....	52
Tabel 4.7	Digital Marketing (X1) – Question 4.....	52
Tabel 4.8	Facilities (X2) – Question 1 .....	53
Tabel 4.9	Facilities (X2) – Question 2 .....	53
Tabel 4.10	Facilities (X2) – Question 3 .....	54
Tabel 4.11	Facilities (X2) – Question 4 .....	54
Tabel 4.12	Customer Experience (X3) – Question 1 .....	55
Tabel 4.13	Customer Experience (X3) – Question 2 .....	55
Tabel 4.14	Customer Experience (X3) – Question 3 .....	56
Tabel 4.15	Customer Experience (X3) – Question 4.....	56
Tabel 4.16	Customer Decision Behavior (Y) – Question 1.....	57
Tabel 4.17	Customer Decision Behavior (Y) – Question 2.....	57
Tabel 4.18	Customer Decision Behavior (Y) – Question 3.....	58
Tabel 4.19	Measurement For Descriptive Statistics .....	59
Tabel 4.20	Descriptiv Statistics Score for Digital Marketing (Instagram), Facilities, Customer Experience, and Customer Decision Behavior..	59
Tabel 4.21	Validity test of Digital Marketing (Instagram), Facilities, Customer Experience, and Customer Decision Behavior.....	61
Tabel 4.22	Reliability Test Result .....	62
Tabel 4.23	One sample kolmogorov - smirnov .....	64

Tabel 4.24 Spearman Rho Test.....	65
Tabel 4.25 Multicollinearity Test Result.....	65
Tabel 4.26 Multiple Linear Regression Analysis Result.....	66
Tabel 4.27 Determination Test Result .....	67
Tabel 4.28 T-Test result .....	68
Tabel 4.29 F- Test.....	69



## LIST OF FIGURES

Figure 1.1	Observation and interview about digital marketing (instagram).....	5
Figure 1.2	Feeds on social media instagram of B-house cafe and dining .....	6
Figure 1.3	Google Review of B-House Cafe and Dining Medan .....	6
Figure 2.1	Research Model .....	28
Figure 2.2	Framework of Thinking .....	29
Figure 4.1	Organizational Structure .....	46
Figure 4.2	Normal P-Plot Regression Graph .....	63
Figure 4.3	Normality Test Histogram .....	63
Figure 4.4	Scatterplot .....	64



## LIST OF APPENDICES

Appendix A : Questionnaire .....	A-1
Appendix B : Data Tabulation.....	B-1
Appendix C : Descriptive Statistics Analysis.....	C-1
Appendix D : Data Quality Testing .....	D-9
Appendix E : Classical Assumption Test.....	E-1
Appendix F : Regression Analysis .....	F-1
Appendix G : Hypothesis Test.....	G-1
Appendix H : Research Permission Letter From B-House Cafe And Dining ....	H-1
Appendix I : Turnitin Report.....	I-1

