

# TABLE OF CONTENTS

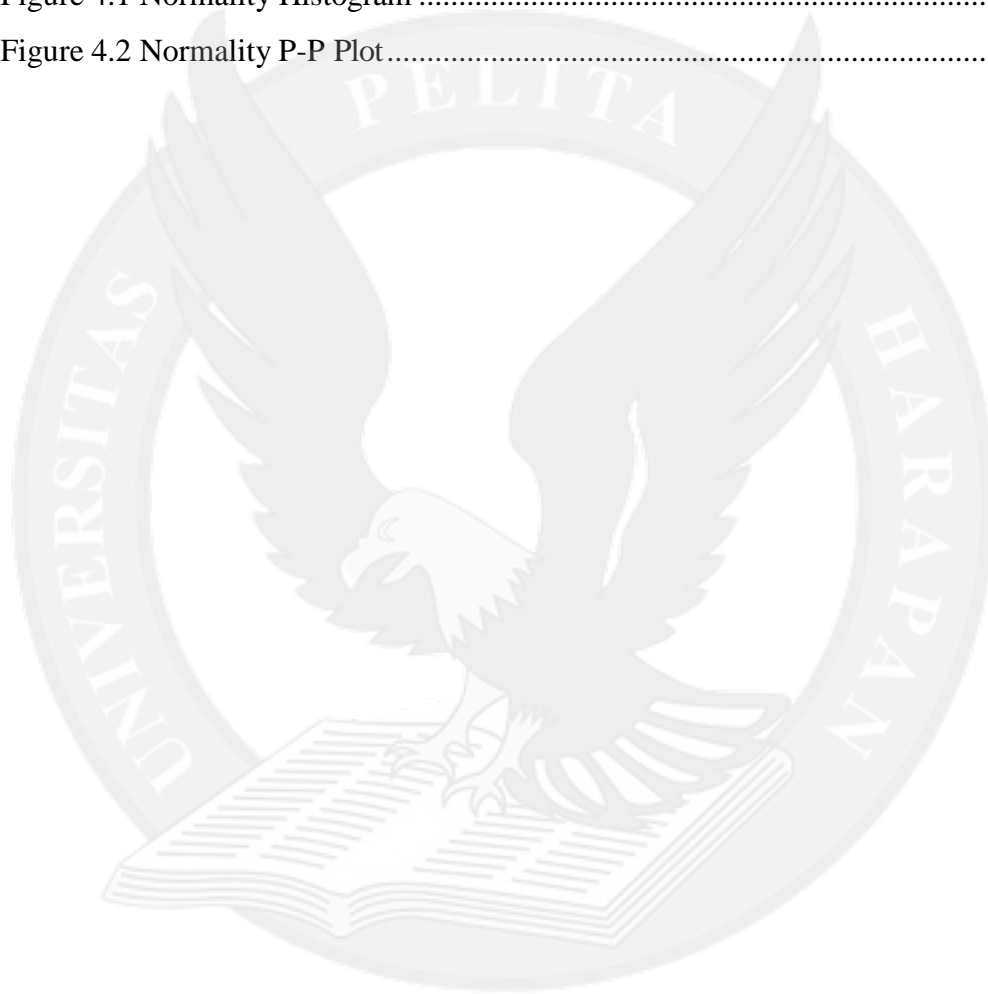
	PAGE
<b>COVER PAGE</b>	
<b>TITLE PAGE</b>	
<b>DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT .....</b>	<b>II</b>
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR.....</b>	<b>IV</b>
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE .....</b>	<b>V</b>
<b>ABSTRACT .....</b>	<b>VI</b>
<b>ABSTRAK.....</b>	<b>VII</b>
<b>PREFACE .....</b>	<b>VIII</b>
<b>TABLE OF CONTENTS .....</b>	<b>X</b>
<b>LIST OF FIGURES.....</b>	<b>XIII</b>
<b>LIST OF TABLES.....</b>	<b>XIV</b>
<b>LIST OF APPENDICES .....</b>	<b>XVI</b>
<b>CHAPTER I INTRODUCTION .....</b>	<b>1</b>
10.1 BACKGROUND OF THE STUDY .....	1
10.2 PROBLEM LIMITATION .....	12
10.3 PROBLEM FORMULATION .....	13
10.4 OBJECTIVE OF THE RESEARCH.....	13
10.5 BENEFIT OF THE RESEARCH.....	14
10.5.1 Theoretical Benefit .....	14
10.5.2 Practical Benefit .....	14

<b>CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT .....</b>	<b>15</b>
2.1 THEORETICAL BACKGROUND .....	15
2.1.1 Marketing .....	15
2.1.2 Food & Beverage Industry .....	17
2.1.3 Consumer Behavior .....	18
2.1.4 Purchase Decision .....	19
2.1.5 Brand Awareness .....	21
2.1.6 Ambience .....	22
2.1.7 Perceived Value .....	23
2.2 PREVIOUS RESEARCH .....	26
2.3 HYPOTHESIS DEVELOPMENT .....	28
2.3.1 The Effect of Brand Awareness towards Purchase Decision .....	28
2.3.2 The Effect of Ambience towards Purchase Decision .....	29
2.3.3 The Effect of Perceived Value towards Purchase Decision .....	29
2.4 RESEARCH MODEL .....	30
2.5 FRAMEWORK OF THINKING .....	31
3.1 RESEARCH DESIGN .....	32
3.2 POPULATION AND SAMPLE .....	33
3.3 DATA COLLECTION METHOD .....	34
3.4 OPERATIONAL VARIABLE DEFINITION AND VARIABLE MEASUREMENT .....	35
3.5 DATA ANALYSIS METHOD .....	36
3.5.1 Descriptive Statistics .....	36
3.5.2 Research Instrument Test .....	38
3.5.3 Hypothesis Test .....	40
3.5.4 Classical Assumption Test .....	43
<b>CHAPTER IV RESEARCH RESULT AND DISCUSSION .....</b>	<b>45</b>
4.1 GENERAL VIEW OF MIEL .....	45
4.2 RESEARCH RESULT .....	46
4.2.1 RESEARCH INSTRUMENT TEST RESULT .....	46

4.2.1.1	Validity Test .....	46
4.2.1.2	Reliability Test .....	49
4.2.2	DESCRIPTIVE STATISTIC RESULT .....	50
4.2.3	CLASSICAL ASSUMPTION TEST RESULT .....	63
4.2.3.1	Multicollinearity Test .....	63
4.2.3.2	Heteroscedasticity Test.....	64
4.2.3.3	Normality Test.....	65
4.2.4	HYPOTHESIS TEST RESULT .....	68
4.2.4.1	Multiple Linear Regression Test .....	68
4.2.4.2	Partial Test (T-Test) .....	69
4.2.4.3	Simultaneous Test (F-Test) .....	71
4.2.4.4	Coefficient of Determination Test.....	71
4.3	DISCUSSION .....	72
<b>CHAPTER V CONCLUSION.....</b>		<b>76</b>
5.1	CONCLUSION.....	76
5.2	RECOMMENDATION.....	77
5.2.1	For Miel, Medan.....	77
5.2.2	For Future Researches .....	79

## LIST OF FIGURES

Figure 1.1 Indonesia National Coffee Consumption .....	2
Figure 1.2 Miel, Medan .....	4
Figure 1.3 Profile of Miel, Medan.....	5
Figure 2.1 Research Model .....	30
Figure 4.1 Normality Histogram .....	67
Figure 4.2 Normality P-P Plot.....	67



## LIST OF TABLES

Table 1.1 Pricelist of Miel Medan Beverages .....	6
Table 1.2 Sales Revenue at Miel Medan, 2022 .....	7
Table 1.3 List of Google Reviews towards Miel, Medan (2021 – August 2023) ....	8
Table 1.4 Brand Awareness Comparison .....	9
Table 1.5 Ambience & Perceived Value Comparison.....	10
Table 2.1 Previous Research .....	26
Table 3.1 Likert Scale.....	35
Table 3.2 Operational Variables.....	36
Table 3.3 Validity Test Range.....	39
Table 3.4 Cronbach’s Alpha Range .....	40
Table 3.5 Multicollinearity Test Range.....	43
Table 3.6 Heteroscedasticity Test Range .....	44
Table 3.7 Normality Test Range .....	44
Table 4.1 Validity Test for Brand Awareness (X1) .....	47
Table 4.2 Validity Test for Ambience (X2) .....	47
Table 4.3 Validity Test for Perceived Value (X3) .....	48
Table 4.4 Validity Test for Purchase Decision (Y) .....	48
Table 4.5 Reliability Test for Brand Awareness (X1).....	49
Table 4.6 Gender of Respondents.....	50
Table 4.7 Age of Respondents.....	50
Table 4.8 Descriptive Statistic for Brand Awareness.....	51
Table 4.9 Descriptive Statistic for Ambience.....	52
Table 4.10 Descriptive Statistic for Perceived Value.....	52
Table 4.11 Descriptive Statistic for Purchase Decision .....	53
Table 4.12 Brand Awareness – Question 1 .....	54
Table 4.13 Brand Awareness – Question 2.....	54
Table 4.14 Brand Awareness – Question 3.....	55
Table 4.15 Brand Awareness – Question 4.....	55
Table 4.16 Brand Awareness – Question 5 .....	56

Table 4.17 Ambience – Question 1 .....	56
Table 4.18 Ambience – Question 2.....	57
Table 4.19 Ambience – Question 3.....	57
Table 4.20 Perceived Value – Question 1 .....	58
Table 4.21 Perceived Value – Question 2.....	58
Table 4.22 Perceived Value – Question 3 .....	59
Table 4.23 Perceived Value – Question 4.....	59
Table 4.24 Purchase Decision – Question 1.....	60
Table 4.25 Purchase Decision – Question 2.....	60
Table 4.26 Purchase Decision – Question 3.....	61
Table 4.27 Purchase Decision – Question 4.....	61
Table 4.28 Purchase Decision – Question 5.....	62
Table 4.29 Purchase Decision – Question 6.....	62
Table 4.30 Purchase Decision – Question 7.....	63
Table 4.31 Multicollinearity Test.....	64
Table 4.32 Heteroscedasticity Test.....	65
Table 4.33 Normality Test.....	66
Table 4.34 Multiple Linear Regression Test .....	68
Table 4.35 T-Test .....	70
Table 4.36 F-Test.....	71
Table 4.37 Coefficient of Determination Test.....	72

## LIST OF APPENDIXES

APPENDIX A: QUESTIONNAIRE .....	A-1
APPENDIX B: DATA OF RESPONDENTS ANSWERS FOR BRAND AWARENESS .....	E-1
APPENDIX C: DATA OF RESPONDENTS ANSWERS FOR AMBIENCE... F-1	
APPENDIX D: DATA OF RESPONDENTS ANSWERS FOR PERCEIVED VALUE .....	G-1
APPENDIX E: DATA OF RESPONDENTS ANSWERS FOR PURCHASE DECISION .....	H-1
APPENDIX F: ONLINE QUESTIONNAIRE RESPONSES .....	I-1
APPENDIX G: SPSS OUTPUT FOR INSTRUMENT TEST .....	K-1
APPENDIX H: R-TABLE .....	M-1
APPENDIX I: T-TABLE.....	N-1
APPENDIX J: F-TABLE.....	O-1