

TABLE OF CONTENTS

	Page
COVER PAGE	
TITLE PAGE	i
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	10
1.3 Problem Formulation	11
1.4 Objective of the research.....	11
1.5 Benefit of the research	12
1.5.1 Theoretical Research	12
1.5.2 Practical Research.....	12
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS	
DEVELOPMENT	14
2.1 Theoretical Background.....	14
2.1.1 Hospitality Management.....	14
2.1.2 Hospitality Industry	15
2.1.3 Online Customer Review.....	16

2.1.3.1 Theory of Online Customer Review.....	16
2.1.3.2 Factor That Influences Online Customer Review.....	16
2.1.3.3 Indicator of Online Customer Review	17
2.1.4 Brand Image	18
2.1.4.1 Definition of Brand Image.....	18
2.1.4.2 Factor of Brand Image	18
2.1.4.3 Indicator of Brand Image.....	19
2.1.5 Food Quality	20
2.1.5.1 Definition of Food Quality	20
2.1.5.2 Factors of Food Quality	21
2.1.5.3 Indicator of Food Quality	22
2.1.6 Customer Purchase Decision	23
2.1.6.1 Definition of Customer Purchase Decision	23
2.1.6.2 Factor of Customer Purchase Decision.....	24
2.1.6.3 Indicator of Customer Purchase Decision	25
2.1.7 The Influence of Online Customer Review on Customer Purchase Decision	26
2.1.8 The Influence of Brand Image on Customer Purchase Decision.....	26
2.1.9 The Influence of Food Quality on Customer Purchase Decision	27
2.2 Previous Research	27
2.3 Hypothesis Development	29
2.4 Research Model.....	30
2.5 Framework of Thinking	32
CHAPTER III RESEARCH METHODOLOGY	33
3.1 Research Design.....	33
3.2 Population and Sample.....	34
3.2.1 Population.....	34
3.2.2 Sample	34
3.3 Data Collection Method	36
3.4 Operational Definition and Variable Measurement.....	37

3.4.1 Operational Definition.....	37
3.4.2 Variable Measurement.....	39
3.5 Data Analysis Method.....	40
3.5.1 Research Instrument Test	40
3.5.2 Descriptive Statistical Method.....	41
3.5.3 Classical Assumption Test.....	43
3.5.4 Multiple Linear Regression Analysis	44
3.5.5 Hypothesis Test	45
CHAPTER IV RESEARCH RESULT AND DISCUSSION	48
4.1 General Review of BPK Saksang Goyang Lidah Restaurant, Medan	48
4.1.1 Brief Overview	48
4.1.2 Vision & Mission.....	48
4.1.3 Organizational Structure & Job Description	49
4.2 Research Result.....	51
4.2.1 Test of Research Instrument	51
4.2.1.1 Validity Test	51
4.2.1.2 Reliability Test.....	53
4.2.2 Descriptive Statistics	53
4.2.2.1 Respondent Charateristics	53
4.2.2.2 Explanation of Respondents on Research Variable	55
4.2.2.3 Mean, Median, mode and Standard Deviation	61
4.2.3 Result of Classical Assumption Test	63
4.2.3.1 Normality Test	63
4.2.3.2 Multicollinearity Test	65
4.2.3.3 Heteroscedasticity Test	66
4.2.4 Result of Multiple Linear Regression Analysis Test.....	67
4.2.5 Coefficient of Determination Test.....	68
4.2.6 Result of Hypothesis Testing.....	69
4.2.6.1 T - Test.....	69
4.2.6.2 F – Test	70

4.3 Discussion	71
CHAPTER V CONCLUSION AND RECOMMENDATION	75
5.1 Conclusion	75
5.2 Recommendation	76
REFERENCES.....	78



LIST OF FIGURES

Figure 1.1 Competitor restaurant with similar industry in Medan.....	5
Figure 1.2 Review rating at BPK Saksang Goyang Lidah and BPK Haleluya.....	6
Figure 1.3 Food Quality Review at BPK Saksang Goyang Lidah.....	8
Figure 2.1 Research Model	31
Figure 2.2 Framework of Thinking.....	32
Figure 4.1 Organization Structure	49
Figure 4.2 Normality Test Histogram	64
Figure 4.3 Normality Test P-Plot.....	64
Figure 4.4 Heteroscedasticity Test Scatterplot.....	66

LIST OF TABLES

Table 1.1	BPK Saksang Goyang Lidah and BPK Haleluya online customer ratings	5
Table 1.2	BPK Saksang Goyang Lidah and BPK Haleluya of food quality reviews	7
Table 2.1	Previous Research Summary	28
Table 3.1	Definition of Operational Variables	38
Table 3.2	Likert 1-5 Scale Answer and Score	39
Table 4.1	Validity Test for Online Customer Review (X1)	51
Table 4.2	Validity Test for Brand Image (X2)	52
Table 4.3	Validity Test for Food Quality (X3)	52
Table 4.4	Validity Test for Customer Purchase Intention (Y)	52
Table 4.5	Reliability Test	53
Table 4.6	Characteristics of Respondents Based on Gender	54
Table 4.7	Characteristics of Respondents Based on Age	54
Table 4.8	Characteristics of Respondents Based on Visit	54
Table 4.9	Frequency of responses for Online Customer Review (X1)	55
Table 4.10	Frequency of responses for Brand Image (X2)	56
Table 4.11	Frequency of responses for Store Atmosphere (X3)	57
Table 4.12	Frequency of responses for Customer Purchase Decision (Y)	59
Table 4.13	Interval Range of Questions per Variable	61
Table 4.14	Online Customer Review Variable Descriptive	61
Table 4.15	Brand Image Variable Descriptive	62
Table 4.16	Food Quality Variable Descriptive	Error! Bookmark not defined.
Table 4.17	Customer Purchase Decision Variable Descriptive	63
Table 4.18	One Sample Kolmogorov-Smirnov Test	65
Table 4.19	Multicollinearity Test	65
Table 4.20	Glejser Test of Heteroscedasticity Test	67
Table 4.21	Regression Test	67

Table 4.22 Determination Coefficient Test.....	68
Table 4.23 T Test.....	69
Table 4.24 F Test.....	70



LIST OF APPENDICES

Appendix A : Questionnaire	A-1
Appendix B : Pre-Test Respondent Tabulation	B-1
Appendix C : Pre-Test Spss Result	C-1
Appendix D : Main Test Respondent Tabulation	D-1
Appendix E: Main Test Spss Results.....	E-1
Appendix F : R Test, T Test Table And F Test Table.....	F-1

