

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	xviii
CHAPTER I INTRODUCTION	
1.1 Background of the Study	1
1.2 Problem Limitation.....	8
1.3 Problem Formulation.....	8
1.4 Objective of the Research.....	9
1.5 Benefit of the Research.....	10
1.5.1 Theoretical Benefit	E
rror! Bookmark not defined.	
1.5.2 Practical Benefit	E
rror! Bookmark not defined.	

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1	Theoretical Background.....	11
2.1.1	Hospitality Industry	11
2.1.2	Restaurant	
	E
	rror! Bookmark not defined.	
2.1.3	Food Quality	13
2.1.3.1	Food Quality Definition.....	13
2.1.3.2	Indicators of Food Quality	14
2.1.4	Online Customer Review.....	15
2.1.4.1	Online Customer Review Definition	15
2.1.4.2	Indicators of Online Customer Review	16
2.1.5	Brand Image.....	17
2.1.5.1	Brand Image Definition	17
2.1.5.2	Factors of Brand Image.....	17
2.1.5.3	Indicators of Brand Image	18
2.1.6	Customer Purchase Decision	19
2.1.6.1	Definition of Customer Purchase Decision	19
2.1.6.2	Phases of Customer Purchase Decision	20
2.1.6.3	Indicators of Customer Purchase Decision	21
2.1.7	The Influence of Food Quality towards Customer Purchase Decision	
	22
2.1.8	The Influence of Online Customer Review towards Customer Purchase Decision.....	23
2.1.9	The Influence of Brand Image towards Customer Purchase Decision	
	24
2.2	Previous Research.....	25
2.3	Hypothesis Development.....	26
2.4	Research Model	27

2.5 Framework of Thinking	29
---------------------------------	----

CHAPTER III RESEARCH METHODOLOGY

3.1 Research Design	30
3.2 Population and Sample	31
3.3 Data Collection Method.....	33
3.4 Operational Variable Definition and Variable Measurement	34
3.5 Data Analysis Method	37
3.5.1 Descriptive Analysis Method.....	38
3.5.2 Research Instrument Test.....	41
3.5.3 Classical Assumption Test.....	42
3.5.4 Multiple Linear Regression Analysis	45
3.5.5 Determination Test	46
3.5.6 Hypothesis Test.....	46

CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1 General View of Research Object	48
4.1.1 Brief Overview of Rumah Makan Waroeng Cemara	48
4.1.2 Vision and Mission of Rumah Makan Waroeng Cemara	48
4.1.3 Organizational Structure	49
4.2 Research Result	52
4.2.1 Characteristics of Respondents	52
4.2.1.1 Food Quality at Rumah Makan Waroeng Cemara Respondents Result.....	54
4.2.1.2 Online Customer Review at Rumah Makan Waroeng Cemara Respondents Result	59
4.2.1.3 Brand Image at Rumah Makan Waroeng Cemara Respondents Result.....	64
4.2.1.4 Customer Purchase Decision at Rumah Makan Waroeng Cemara Respondents Result	67

4.2.2	Descriptive Statistics.....	70
4.2.3	Result of Data Quality Testing	74
4.2.3.1	Validity Test	74
4.2.3.2	Reliability Test.....	75
4.2.4	Result of Classical Assumption Test	76
4.2.4.1	Normality Test	76
4.2.4.2	Heteroscedasticity Test.....	78
4.2.4.3	Multicollinearity Test	80
4.2.5	Result of Multiple Linear Regression Analysis Test	81
4.2.6	Result of Coefficient Determination Test.....	83
4.2.7	Result of Hypothesis Testing	84
4.2.7.1	T-Test.....	84
4.2.7.2	F-Test	86
4.3	Discussion	87
CHAPTER V CONCLUSION AND RECOMMENDATION		
5.1	Conclusion	92
5.2	Recommendation	93
REFERENCES.....		96

LIST OF FIGURES

	page
Figure 1. 1 Number of Customers at Rumah Makan Waroeng Cemara in 2023	4
Figure 1. 2 GrabFood Rating of Rumah Makan Waroeng Cemara	5
Figure 1. 3 Online Customer Review	7
Figure 2. 1 Research Model.....	28
Figure 2. 2 Framework of Thinking.....	29
Figure 4. 1 Organization Structure.....	49
Figure 4. 2 Normality Test Histogram.....	77
Figure 4. 3 Normality Test P-P Plot Regression.....	77
Figure 4. 4 Heteroscedasticity Test Scatterplot	79

LIST OF TABLES

	page
Table 1. 1 Number of Customers at Rumah Makan Waroeng Cemara in 2023	4
Table 1. 2 Number of Review on GrabFood in 2023	6
Table 1. 3 Online customer review on GrabFood at Rumah Makan Waroeng Cemara in 2023	6
Table 2. 1 Previous Research.....	25
Table 3. 1 Operationalization of Research Variables.....	35
Table 3. 2 Likert Scale Measurement	37
Table 4. 1 Number of Respondent According to Gender.....	53
Table 4. 2 Number of Respondent According to Age	53
Table 4. 3 Number of Respondent According to Number of Visits	54
Table 4. 4 X1.1: The Taste of Food at Rumah Makan Waroeng Cemara is Delicious.....	54
Table 4. 5 X1.2: The Taste of Food Meet Customer's Preference and Satisfaction.....	55
Table 4. 6 X1.3: Rumah Makan Waroeng Cemara Serves Food with Consistent Portion	55
Table 4. 7 X1.4: The Food Portion Meets Customer Expectation.	56
Table 4. 8 X1.5: Rumah Makan Waroeng Cemara Provides Many Varieties of Menu	56
Table 4. 9 X1.6: There are Many Interesting Food Options on The Menu.....	57
Table 4. 10 X1.7: The Taste of Food has Its Own Characteristics.....	57
Table 4. 11 X1.8: The Taste of Food has Distinct Flavor That Is Not Found at Other Similar Restaurants.....	58

Table 4. 12	X1.9: Rumah Makan Waroeng Cemara Follows a Hygiene Protocol When Serving Products	58
Table 4. 13	X1.10: Rumah Makan Waroeng Cemara Has a Clean and Well-Maintained Store	59
Table 4. 14	X2.1: Online Customer Review is Useful for Customers Before Purchasing from Rumah Makan Waroeng Cemara.....	60
Table 4. 15	X2.2: Online Customer Review Gives Benefit and Interest to Customers After Reading It.....	60
Table 4. 16	X2.3: Rumah Makan Waroeng Cemara Customers Are Competent in Providing Online Customer Reviews	61
Table 4. 17	X2.4: Rumah Makan Waroeng Cemara Customers Are Trusted in Explaining Experience and Writing Online Customer Reviews.....	61
Table 4. 18	X2.5: Rumah Makan Waroeng Cemara Customers Provide Good Quality Explanation Through Online Customer Reviews	62
Table 4. 19	X2.6: Rumah Makan Waroeng Cemara Customers Provide Valuable Information and Useful Insights from Online Reviews	62
Table 4. 20	X2.7: Positive and Negative Online Customer Reviews Influences the Customer Purchasing Decisions at Rumah Makan Waroeng Cemara	63
Table 4. 21	X2.8: Customers at Rumah Makan Waroeng Cemara are Optimistic When Making Purchasing Decisions Based on Online Customer Reviews.....	63
Table 4. 22	X2.9: The More Online Customer Reviews for Rumah Makan Waroeng Cemara, The Better They are for Customers Purchasing Decision.....	64
Table 4. 23	X3.1: Rumah Makan Waroeng Cemara Has a Good Brand Popularity in The Society	64

Table 4. 24	X3.2: Rumah Makan Waroeng Cemara Customers Can Recall Its Brand and Information	65
Table 4. 25	X3.3: Rumah Makan Waroeng Cemara Offers Products and Services That Meet Customers Expectations	65
Table 4. 26	X3.4: Rumah Makan Waroeng Cemara Has a Positive Image from Customers Perspective.....	66
Table 4. 27	X3.5: Rumah Makan Waroeng Cemara Has a Uniqueness That Can Be Distinguished from Other Brands	66
Table 4. 28	X3.6: Rumah Makan Waroeng Cemara Has Attractive Brand Characteristics According to Customer Expectations	67
Table 4. 29	Y.1: Customers are Purchasing the Product Because They Are Confident and Sure with Its Quality of Product	68
Table 4. 30	Y.2: Customers are Buying the Product Because It Is in Accordance with Their Expectations.....	68
Table 4. 31	Y.3: Rumah Makan Waroeng Cemara Customers are Willing to Give Recommendation About the Products and Positive Customer Experience to Their Families and Friends.....	69
Table 4. 32	Y.4: Customers are Willing to Repurchase and Try to Purchase Other Products from Rumah Makan Waroeng Cemara Because of the Food Quality Received.....	69
Table 4. 33	Measurement Score for Descriptive Statistics.....	70
Table 4. 34	Descriptive Statistics of Food Quality (X1)	71
Table 4. 35	Descriptive Statistics of Online Customer Review (X2).....	72
Table 4. 36	Descriptive Statistics of Brand Image (X3).....	72
Table 4. 37	Descriptive Statistics of Customer Purchase Decision (Y)	73
Table 4. 38	Validity Test for Food Quality (X1).....	74
Table 4. 39	Validity Test for Online Customer Review (X2)	74
Table 4. 40	Validity Test for Brand Image (X3)	75
Table 4. 41	Validity Test for Customer Purchase Decision (Y)	75
Table 4. 42	Result of Reliability Test.....	76

Table 4. 43	Kolmogorov-Smirnov Test.....	78
Table 4. 44	Glejser Test of Heteroscedasticity Test.....	79
Table 4. 45	Multicollinearity Test	80
Table 4. 46	Multiple Linear Regression Analysis Test	81
Table 4. 47	Coefficient of Determination (R2) Test	83
Table 4. 48	T-Test Result	84
Table 4. 49	F-Test Result	86

LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE.....	A-1
APPENDIX B: DATA TABULATION	B-1
APPENDIX C: DESCRIPTIVE STATISTICS	C-1
APPENDIX D: DATA QUALITY TESTING	D-1
APPENDIX E: CLASSICAL ASSUMPTION TEST.....	E-1
APPENDIX F: REGRESSION ANALYSIS.....	F-1
APPENDIX G: HYPOTHESIS TESTING.....	G-1
APPENDIX H: R-table	H-1
APPENDIX I: T-table.....	I-1
APPENDIX J: F-table.....	J-1
APPENDIX K: RESEARCH PERMISSION LETTER	K-1
APPENDIX L: PHOTO DOCUMENTATION.....	L-1
APPENDIX M: TURNITIN REPORT.....	M-1