

TABLE OF CONTENT

STATEMENT OF AUTHENTICITY AND APPROVAL OF FINAL ASSIGNMENT UPLOAD.....	i
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	iv
ABSTRACT.....	v
ABSTRAK.....	vi
PREFACE.....	vii
TABLE OF CONTENT	ix
LIST OF FIGURE	xii
LIST OF TABLE	xiii
LIST OF APPENDICES	xvii
CHAPTER I INTRODUCTION.....	1
1.1 Background of the Study	1
1.2 Problem Limitation.....	7
1.3 Problem Formulation.....	7
1.4 Objective of the Research.....	8
1.5 Benefit of the Research	8
1.5.1 Theoretical Benefit	8
1.5.2 Practical Benefit	9
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	10
2.1 Theoretical Background	10
2.1.1 Hospitality	10
2.1.2 Restaurant Industry	11
2.1.3 Cafe Atmosphere	11
2.1.4 Product Quality	14
2.1.5 Service Quality	16

2.1.6 Repurchase Intention.....	19
2.1.7 The Influence of Cafe Atmosphere on Purchase Decision	22
2.1.8 The Influence of Product Quality on Purchase Decision.....	22
2.1.9 The Influence of Service Quality on Purchase Decision	22
2.1.10 The Influence of Cafe Atmosphere, Product Quality, and Service Quality on Purchase Decision	22
2.2 Previous Research	23
2.3 Hypothesis Development	23
2.4 Research Model.....	24
2.5 Framework of Thinking.....	25
CHAPTER III RESEARCH METHODOLOGY	26
3.1. Research Design	26
3.2. Population And Sample.....	27
3.3 Data Collection Method	28
3.4. Operational Definition and Variable Measurement	30
3.5 Data Analysis Method	32
3.5.1 Research Instrument Test.....	33
3.5.2 Result Analysis.....	34
CHAPTER IV RESEARCH RESULT AND DISCUSSION	41
4.1 General View of Warung Kopi Srikandi Cemara Asri.....	41
4.1.1 Brief Overview	41
4.2 Research Result	48
4.2.1 Test of Research Instrument.....	48
4.2.2 Descriptive Statistics	51
4.2.3 Result of Data Quality Testing.....	69
4.2.4 Result of Hypothesis Testing	76
4.3 Discussion	78
CHAPTER V CONCLUSION	85
5.1 Conclusion.....	85
5.2 Recommendations	87

REFERENCES.....	90
------------------------	-----------



LIST OF FIGURE

Figure 1. 1 Logo of Warung Kopi Srikandi Cemara Asri.....	3
Figure 1. 2 Atmosphere of Warung Kopi Srikandi Cemara Asri.....	5
Figure 1. 3 Quality Product of Warung Kopi Srikandi Cemara Asri.....	5
Figure 1. 4 Service Quality of Warung Kopi Srikandi Cemara Asri	6
Figure 2. 1 Research Model	24
Figure 2. 2 Framework of Thinking.....	25
Figure 4. 1 Logo of Warung Kopi Srikandi Cemara Asri.....	42
Figure 4. 2 Employee Uniform at Warung Kopi Srikandi Cemara Asri.....	42
Figure 4. 3 View at Warung Kopi Srikandi Cemara Asri	43
Figure 4. 4 Food and Beverages of Warung Kopi Srikandi Cemara Asri.....	43
Figure 4. 5 Menu at Warung Kopi Srikandi Cemara Asri	44
Figure 4. 6 Warung Kopi Srikandi Cemara Asri.....	45
Figure 4. 7 Characteristics of Respondents by Gender.....	52
Figure 4. 8 Characteristics of Respondents by Age	52
Figure 4.9 Normality Test Histograms	69
Figure 4.10 Normality Test of P-P Plots	70
Figure 4.11 Heteroscedasticity Test.....	72

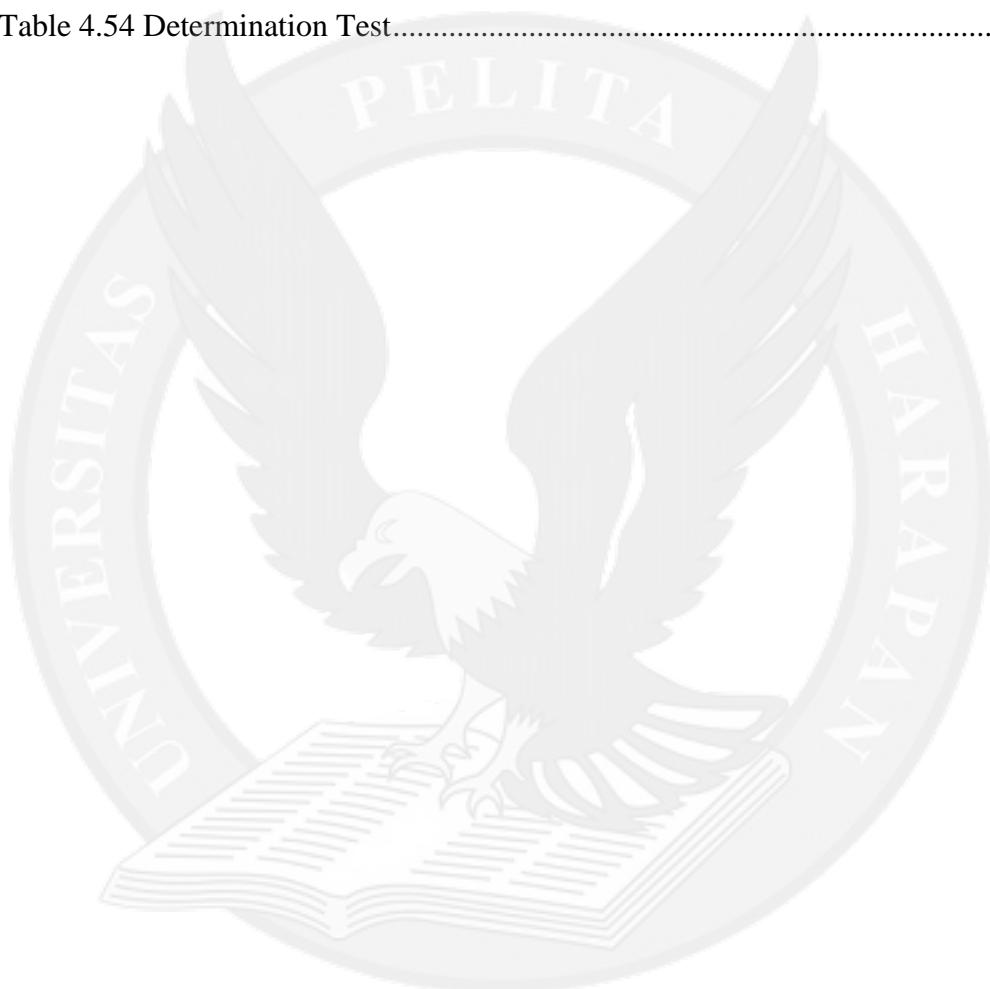
LIST OF TABLE

Table 2. 1. Previous Research	23
Table 3. 1 Operationalization of Research Cafe Atmosphere Variable	30
Table 3. 2 Operationalization of Research Product Quality Variable	31
Table 3. 3 Operationalization of Research Service Quality Variable	31
Table 3. 4 Operationalization of Research Repurchase Intention Variable	31
Table 3.5 Likert Scale	32
Table 3. 6 Likert Scale	33
Table 3. 7 Guidelines for Interpretation of the Correlation Coefficient	37
Table 4.1 Validity Test Results of Cafe Atmosphere (X_1).....	48
Table 4.2 Validity Test Results of Product Quality (X_2)	49
Table 4.3 Validity Test Results of Service Quality (X_3).....	49
Table 4. 4 Validity Test Results of Repurchase Intention (Y).....	50
Table 4.5 Test Results for the Reliability of Cafe Atmosphere (X_1)	51
Table 4. 6 Test Results for the Reliability of Product Quality (X_2).....	51
Table 4.7 Test Results for the Reliability of Service Quality (X_3)	51
Table 4.8 Test Results for the Reliability of Repurchase Intention (Y).....	51
Table 4. 9 Variable X_1 -Question 1: Building design Warung Kopi Srikandi Cemara Asri comfortable	53
Table 4.10 Variable X_1 -Question 2: The exterior of Warung Kopi Srikandi Cemara Asri looks attractive	53
Table 4.11 Variable X_1 -Question 3: Warung Kopi Srikandi Cemara Asri has bright room lighting	53
Table 4.12 Variable X_1 - Question 4: There is also enough lighting for outdoor to provide customer comfort	54
Table 4.13 Variable X_1)-Question 5: Warung Kopi Srikandi Cemara Asri has a comfortable room temperature for all customers	54
Table 4.14 Variable X_1 -Question 6: Warung Kopi Srikandi Cemara Asri prepares some equipment to maintain a good temperature inside the cafe	55

Table 4.15 Variable X ₁ -Question 7: The layout of Warung Kopi Srikandi Cemara Asri is comfortable and does not make it difficult for consumers to walk	55
Table 4.16 Variable X ₁ -Question 8: Warung Kopi Srikandi Cemara Asri features displays that have distinctive characteristics.....	55
Table 4.17 Variable X ₁ -Question 9: The combination of colors at Warung Kopi Srikandi Cemara Asri makes comfort.....	56
Table 4.18 Variable X ₁ -Question 10: The color combination of Warung Kopi Srikandi Cemara Asri in accordance with the theme of the cafe	56
Table 4. 19 Variable X ₂ - Question 1: Food and beverages at Warung Kopi Srikandi Cemara Asri have an attractive and appetizing appearance	57
Table 4.20 Variable X ₂ - Question 2: Food and beverages at Warung Kopi Srikandi Cemara Asri give off a delicious aroma.....	57
Table 4.21 Variable X ₂ - Question 3: Food and beverages at Warung Kopi Srikandi Cemara Asri are served in portions in accordance with consumer expectations ..	57
Table 4.22 Variable X ₂ - Question 4: Food and beverages at Warung Kopi Srikandi Cemara Asri are made with the right level of maturity, so it feels delicious when enjoyed	58
Table 4.23 Variable X ₂ - Question 5: od and beverages at Warung Kopi Srikandi Cemara Asri are served at the right temperature so they are suitable to be enjoyed	58
Table 4.24 Variable X ₂ - Question 6: Food and beverages at Warung Kopi Srikandi Cemara Asri have a texture that gives pleasure when enjoyed.....	58
Table 4. 25 Variable X ₃ - Question 1: Warung Kopi Srikandi Cemara Asri has a clean environment.....	59
Table 4.26 Variable X ₃ - Question 2: Warung Kopi Srikandi Cemara Asri always keeps the tableware clean.....	59
Table 4.27 Variable X ₃ - Question 3: The food and beverages offered at Warung Kopi Srikandi Cemara Asri that match the description on the menu.....	60
Table 4.28 Variable X ₃ - Question 4: The waiters served my order at the promised time.....	60

Table 4.29 Variable X ₃ - Question 5: The waiters at Warung Kopi Srikandi Cemara Asri provide fast service	60
Table 4.30 Variable X ₃ - Question 6: The waiters at Warung Kopi Srikandi Cemara Asri can handle my special request	61
Table 4.31 Variable X ₃ - Question 7: The waiters at Warung Kopi Srikandi Cemara Asri entertaining customers according to their needs.....	61
Table 4.32 Variable X ₃ - Question 8: The Waitress at Warung Kopi Srikandi Cemara Asri is very friendly	61
Table 4. 33 Variable Y - Question 1: I can recognize the brand / logo of Warung Kopi Srikandi Cemara Asri easily.....	62
Table 4.34 Variable Y - Question 2: Many of my friends like to eat at Warung Kopi Srikandi Cemara Asri.....	62
Table 4.35 Variable Y - Question 3: Warung Kopi Srikandi Cemara Asri serves a lot of delicious food	63
Table 4.36 Variable Y - Question 4: I was delighted with the variety of dishes served at Warung Kopi Srikandi Cemara Asri.....	63
Table 4.37 Variable Y - Question 5: I always prefer to buy from Warung Kopi Srikandi Cemara Asri rather than other similar restaurants	63
Table 4.38 Variable Y - Question 6: Warung Kopi Srikandi Cemara Asri is certainly my favorite place to eat	64
Table 4.39 Variable Y - Question 7: I am interested to visit and buy from Warung Kopi Srikandi Cemara Asri.....	64
Table 4.40 Variable Y - Question 8: I always prefer to buy from Warung Kopi Srikandi Cemara Asri instead of other similar cafe	64
Table 4.41 Measurement Score of Descriptive Statistics	65
Table 4.42 Descriptive Statistics.....	65
Table 4.43 The Interval for Cafe Atmosphere	66
Table 4.44 The Interval for Product Quality	66
Table 4.45 The Interval for Service Quality and Customer Repurchase Intention	66
Table 4.46 Descriptive Statistics for Social Media.....	67
Table 4.47 One-Sample Kolmogorov-Smirnov Test	70

Table 4.48 Multicollinearity Test.....	71
Table 4.49 Heteroscedasticity Test	73
Table 4. 50 Correlations Test	74
Table 4.51 Multiple Linear Regression Analysis.....	75
Table 4.52 Partial Test	76
Table 4.53 Simultaneously Test.....	77
Table 4.54 Determination Test.....	78



LIST OF APPENDICES

Appendix A Kuesioner Penelitian.....	A-1
Appendix B Data Pre-Test.....	B-1
Appendix C Output Spss (Pre-Test).....	C-1
Appendix D Data Sample Test.....	D-1
Appendix E Output Spss (Sample Test)	E-1
Appendix F Table Statistics	F-1
Appendix G Table Statistics	G-1

