

TABLE OF CONTENTS

COVER PAGE	i
TITLE PAGE	ii
FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT	iii
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iv
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	v
ABSTRACT	vi
ABSTRAK.....	vii
PREFACE	viii
TABLE OF CONTENTS	x
LIST OF FIGURES	xiii
LIST OF TABLES.....	xiv
LIST OF APPENDICES	xvi
CHAPTER I.....	17
INTRODUCTION.....	17
1.1 Background of the Study.....	17
1.2 Problem limitation.....	23
1.3 Problem Formulation	23
1.4 Objective of the Research	24
1.5 Benefits of Research	24
1.5.1 Theoretical benefits	25
1.5.2 Practical benefits	25
CHAPTER II	26
LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	26
2.1 Theoretical Overview	26
2.1.1 Café	26
2.1.2 Hospitality	26

2.1.3.1 Service Quality	27
2.1.3.2 Factors That Influence Service Quality	28
2.1.3.3 Indicator of Service Quality	28
2.1.4.1 Food Quality	29
2.1.4.2 Factors that influence Food Quality	29
2.1.4.3 Indicator of Food Quality	30
2.1.5.1 Café Atmosphere	30
2.1.5.2 Factors that influence Café Atmosphere.....	31
2.1.5.3 Indicator of Café Atmosphere	31
2.1.6.1 Customer Satisfaction	32
2.1.6.2 Factors that influence Customer Satisfaction.....	32
2.1.6.3 Indicator of Customer Satisfaction.....	33
2.1.7.1 The Influence of Service Quality on Customer Satisfaction.....	34
2.1.7.2 The Influence of Food Quality on Customer Satisfaction	34
2.1.7.3 The Influence of Café Atmosphere on Customer Satisfaction.....	34
2.2 Previous Research	36
2.3 Hypothesis Development	37
2.4 Research Model.....	38
2.5 Framework of Thinking	39
CHAPTER III	40
RESEARCH METHODOLOGY	40
3.1 Research Design.....	40
3.2 Population and test sample.....	41
3.2.1 Population.....	41
3.2.2 Sample	41
3.3 Data Collection Method	42
3.4 Operational Definition and Variable Measurement.....	45
3.4.1 Operational Definition.....	44
3.4.2 Variable Measurement	46
3.5 Data Analysis Method	47

3.5.1 Descriptive Statistical Method	47
3.5.2 Validity test.....	49
3.5.3 Reliability test.....	50
3.5.4 Assumption Classical Test	50
3.5.5 T-test	52
3.5.6 F-test.....	52
3.5.7 Test for Coefficient of Determination	53
3.5.8 Analysis of Multiple Linear Regression	54
CHAPTER IV.....	55
RESEARCH RESULT AND DISCUSSION	55
4.1 General View of The Brewing Space Café	55
4.2 Research Result.....	56
4.2.1 Descriptive Statistic.....	64
4.2.1.1 Test of Validity.....	66
4.2.1.2 Test of Reliability	69
4.2.2 Result of Data Quality Testing.....	70
4.2.2.1 Test of Normality	70
4.2.2.2 Test of Multicollinearity.....	73
4.2.2.3 Heteroscedasticity Test.....	74
4.2.3 Result of Hypothesis Testing.....	77
4.2.3.1 The T-test and F-test	77
4.2.3.2 Coefficient of Determination.....	81
4.3 Discussion	82
CHAPTER V	91
CONCLUSION.....	91
5.1 Conclusion.....	91
5.2 Recommendation	93
REFERENCES	95

LIST OF FIGURES

Figure 1 The consumption of coffee each year in Indonesia	18
Figure 2 The statistical data of customers at The Brewing Space Café	19
Figure 3 Google Review at The Brewing Space Cafe	20
Figure 4 Research Model	38
Figure 5 Framework of Thinking	39
Figure 6 Graph respondents based on gender	57
Figure 7 Graph respondents based on age.....	58
Figure 8 P-Plot graphic	70
Figure 9 Histogram graphic	71
Figure 10 Kolmogorov Smirnov Test.....	72
Figure 11 Multicollinearity Test.....	73
Figure 12 Heteroscedasticity Test Scatterplot.....	74
Figure 13 Heteroscedasticity Test	75

LIST OF TABLES

Table 1. 1 The Brewing Space Customer Online Reviews	19
Table 2. 1 Previous Research Summary.....	36
Table 3. 1 Definition of Operational Variables:	44
Table 3. 2 Likert 1-5 Scale Category and Score.....	46
Table 4. 1 Respondents Characteristics based on gender	56
Table 4. 2 Respondents Characteristics based on age.....	57
Table 4. 3 Service Quality table results.....	59
Table 4. 4 Food Quality table results table.....	61
Table 4. 5 Cafe atmosphere table results.....	62
Table 4. 6 Customer Satisfaction Table results	63
Table 4. 7 Descriptive statistical test table result	64
Table 4. 8 Measurement for descriptive statistics	65
Table 4. 9 Descriptive Statistics Score for Service Quality, Food Quality, Cafe Atmosphere and Customer Satisfaction	66
Table 4. 10 Result of Service Quality validity research.....	67
Table 4. 11 Result of Food Quality validity research.....	67
Table 4. 12 Table result of Cafe Atmosphere validity research	68
Table 4. 13 Table result of Customer Satisfaction validity research	68
Table 4. 14 Result reliability test.....	69
Table 4. 18 Linearity Test.....	76
Table 4. 20 T-test Table	78
Table 4. 19 F-test Table	79
Table 4. 22 Multiple Linear Regression Test	80
Table 4. 21 Coefficient Determination Table	81
Table 4. 23 Indicator of Service Quality Variable.....	83
Table 4. 24 Indicator of Food Quality Variable.....	86
Table 4. 25 Indicator of Cafe Atmosphere Variable	87

Table 4. 26 Indicator of Customer Satisfaction Variable89



LIST OF APPENDICES

Appendix A : Questionnaire	A-1
Appendix B : PRE-TEST – RESPONDENTS TABULATION	B-1
Appendix C : PRE-TEST SPSS RESULT	C-1
Appendix D : MAIN TEST RESPONDENTS RESULT	D-1
Appendix E : MAIN TEST SPSS RESULT	E-1
Appendix F : R Test, T Test, And F Test Table	F-1