

## **TABLE OF CONTENT**

<b>FINAL ASSIGNMENT STATEMENTS AND UPLOAD AGREEMENT....</b>	<b>ii</b>
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR .....</b>	<b>iii</b>
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE .....</b>	<b>iv</b>
<b>ABSTRACT .....</b>	<b>v</b>
<b>ABSTRAK.....</b>	<b>vi</b>
<b>TABLE OF CONTENT .....</b>	<b>ix</b>
<b>LIST OF FIGURE.....</b>	<b>xiii</b>
<b>LIST OF TABLE.....</b>	<b>xiv</b>
<b>CHAPTER I INTRODUCTION .....</b>	<b>1</b>
1.1 Background of the Study .....	1
1.2 Problem Limitation .....	4
1.3 Problem Formulation .....	5
1.4 Objective of the Research .....	5
1.5 Benefit of the Research .....	5
1.5.1 Theoretical Benefit.....	6
1.5.2 Practical Benefit .....	6
<b>CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT.....</b>	<b>7</b>
2.1 Theoretical Background .....	7
2.1.1 Hospitality .....	7
2.1.2 Visualization of Food Appearance .....	7

2.1.2.1 Definition of Visualization of Food Appearance.....	7
2.1.2.2 Principle of Visualization of Food Appearance.....	9
2.1.2.3 Indicator of Visualization of Food Appearance.....	10
2.1.3 Food Quality .....	10
2.1.3.1 Definition of Food Quality .....	10
2.1.3.2 Factors Determining Food Quality .....	11
2.1.3.3 Indicators of Food Quality .....	12
2.1.4 Customer Satisfaction.....	13
2.1.4.1 Definition of Customer Satisfaction .....	13
2.1.4.2 Benefits of Customer Satisfaction.....	14
2.1.4.3 Factor of Customer Satisfaction.....	16
2.1.4.4 Indicators of Customer Satisfaction.....	16
2.1.5 The Effect of Service Quality on Customer Satisfaction.....	17
2.1.6 The Effect of Food Quality on Customer Satisfaction.....	17
2.1.7 The Effect of Service Quality and Food Quality on Customer Satisfaction .....	18
2.2 Previous Research.....	18
2.3 Hypothesis Development .....	19
2.4 Research Model .....	20
2.5 Framework of Thinking .....	21
<b>CHAPTER III RESEARCH METHODOLOGY.....</b>	<b>23</b>
3.1. Research Design .....	.....
3.2 Population and Samples .....	.....
3.3 Data Collection Method.....	25
3.4 Operational Definition and Variable Measurement.....	27

3.2. Data Analysis Method.....	29
3.5.1 Research Instrument Test .....	29
3.5.2 Descriptive Statistics .....	31
3.5.3 Classical Assumption Test.....	33
3.5.3.1. Normality Test.....	34
3.5.3.2. Multicollinearity Test.....	35
3.5.3.3. Heteroscedasticity Test.....	35
3.5.4. Multiple Linear Regression Analysis .....	36
3.5.5. Hypothesis Test .....	37
<b>CHAPTER IV RESEARCH RESULT AND DISCUSSION.....</b>	<b>40</b>
4.1 General View of Taipan Restaurant.....	40
4.1.1 Brief Overview .....	40
4.2 Research Result.....	43
4.2.1 Test of Research Instrument .....	43
4.2.2 Descriptive Statistics .....	46
4.2.3 Result of Data Quality Testing .....	59
4.2.3.1 Classical Assumption Test.....	59
4.2.4 Result of Hypothesis Testing.....	65
4.2.4.1 Partial Test (t Test).....	65
4.2.4.2 Simultaneous Test (F Test) .....	66
4.2.4.3 Determination Test.....	66
4.3 Discussion.....	67
<b>CHAPTER V CONCLUSION .....</b>	<b>74</b>

5.1 Conclusion .....	74
5.2 Recommendation .....	74
<b>REFERENCES .....</b>	<b>77</b>



## **LIST OF FIGURE**

Figure 1. 1 visualization of food appearance at Taipan Restaurant, Medan.....	3
Figure 2.1 Research Model.....	20
Figure 2.2 Framework of Thinking .....	22
Figure 4. 1 Taipan Restaurant.....	40
Figure 4. 2 Taipan Restaurant.....	41
Figure 4. 3 Menu at Taipan Restaurant.....	41
Figure 4. 4 Menu at Taipan Restaurant.....	42
Figure 4. 5 Organizational Structure of Taipan Restaurant .....	43
Figure 4.6 Normality Test Histograms .....	60
Figure 4.7 Normality Test of P-P Plots .....	60
Figure 4.8 Heteroscedasticity Test .....	62

## LIST OF TABLE

Table 1. 1 Google Review of Taipan Restaurant, Medan (2022).....	2
Table 2. 1 Previous Research .....	18
Table 3. 1 Operational Variable Visualization of Visualization of Food Appearance (X <sub>1</sub> ) .....	27
Table 3. 2 Operational Variable Visualization of Food Quality (X <sub>2</sub> ) .....	28
Table 3. 3 Operational Variable Visualization of Customer Satisfaction (Y) .....	28
Table 3. 4 Likert Scale.....	29
Table 4.1 Validity Test Results of Visualization of Food Appearance (X <sub>1</sub> ) .....	44
Table 4.2 Validity Test Results of Food Quality (X <sub>2</sub> ) .....	45
Table 4.3 Validity Test Results of Customer Satisfaction (Y) .....	45
Table 4.4 Test Results for the Reliability of Visualization of Food Appearance ...	46
Table 4. 5 Test Results for the Reliability of Food Quality.....	46
Table 4.6 Test Results for the Reliability of Customer Satisfaction.....	46
Table 4.7 Characteristics of Respondents by Gender.....	47
Table 4.8 Characteristics of Respondents by Age .....	47
Table 4.9 Visualization of Food Appearance Variable (X <sub>1</sub> ) - Question 1.....	47
Table 4.10 Visualization of Food Appearance Variable (X <sub>1</sub> ) - Question 2.....	48
Table 4.11 Visualization of Food Appearance Variable (X <sub>1</sub> ) - Question 3.....	48
Table 4.12 Visualization of Food Appearance Variable (X <sub>1</sub> ) - Question 4.....	48
Table 4.13 Visualization of Food Appearance Variable (X <sub>1</sub> ) - Question 5.....	49
Table 4.14 Visualization of Food Appearance Variable (X <sub>1</sub> ) - Question 6.....	49
Table 4. 15 Food Quality Variable (X <sub>2</sub> ) - Question 1.....	50
Table 4.16 Food Quality Variable (X <sub>2</sub> ) - Question 2 .....	50
Table 4.17 Food Quality Variable (X <sub>2</sub> ) - Question 3 .....	50
Table 4.18 Food Quality Variable (X <sub>2</sub> ) - Question 4 .....	51
Table 4.19 Food Quality Variable (X <sub>2</sub> ) – Question 5.....	51
Table 4.20 Food Quality Variable (X <sub>2</sub> ) – Question 6.....	51
Table 4.21 Food Quality Variable (X <sub>2</sub> ) – Question 7.....	52
Table 4.22 Food Quality Variable (X <sub>2</sub> ) – Question 8.....	52

Table 4.23 Customer Satisfaction Variable (Y) - Question 1.....	52
Table 4.24 Customer Satisfaction Variable (Y) - Question 2.....	53
Table 4.25 Customer Satisfaction Variable (Y) - Question 3.....	53
Table 4.26 Customer Satisfaction Variable (Y) - Question 4.....	53
Table 4.27 Customer Satisfaction Variable (Y) - Question 5.....	54
Table 4.28 Customer Satisfaction Variable (Y) - Question 6.....	54
Table 4. 29 Measurement Score of Descriptive Statistics .....	55
Table 4.30 Descriptive Statistics for Visualization of Food Appearance, Food Quality and Customer Satisfaction .....	55
Table 4.31 The Interval for Visualization of Food Appearance, Food Quality and Customer Satisfaction.....	56
Table 4.32 Descriptive Statistics for Visualization of Food Appearance.....	57
Table 4.33 Descriptive Statistics for Food Quality .....	58
Table 4.34 Descriptive Statistics for Customer Satisfaction .....	58
Table 4.35 Normality Test.....	61
Table 4.36 Multicollinearity Test .....	62
Table 4.37 Heteroscedasticity Test.....	63
Table 4.38 Multiple Linear Regression Analysis .....	64
Table 4.39 Partial Test.....	65
Table 4.40 Simultaneously Test .....	66
Table 4.41 Determination Test .....	67

## **LIST OF APPENDICES**

Appendix A-1 Questionnaires .....	A-1
Appendix B-1 Data Tabulation Pretest .....	B-1
Appendix C-1 Data Tabulation Full Sampling .....	C-1
Appendix D-1 Output Spss .....	D-1
Appendix E-1 Statistic Table .....	E-1
Appendix F-1 Turnitin .....	F-1