

TABLE OF CONTENTS

	Page
COVER PAGE	
TITLE PAGE	
FINAL PAPER 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	xiv
LIST OF TABLES	xv
LIST OF APPENDICES.....	xvii
CHAPTER I INTRODUCTION	
1.1 Background of the Study.....	1
1.2 Problem Limitation	9
1.3 Problem Formulation	10
1.4 Objective of The Research.....	10
1.5 Benefit of The Research.....	11
1.5.1 Theoretical Benefit.....	11
1.5.2 Practical Benefit.....	12
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS	
DEVELOPMENT	
2.1 Theoretical Background.....	13
2.1.1 Hospitality Management	13
2.1.2 Restaurant.....	14
2.1.2.1 Definition of Restaurant	14
2.1.2.2 Restaurant Classification.....	15

2.1.3	Food Quality.....	16
2.1.3.1	Definition of Food Quality	16
2.1.3.2	Factors that can Influence Food Quality	17
2.1.3.3	Indicator of Food Quality	19
2.1.4	Service Quality.....	21
2.1.4.1	Definition of Service Quality	21
2.1.4.2	The Characteristic of Service Quality	21
2.1.4.3	Factors that can Influence Service Quality	23
2.1.4.4	Indicator of Service Quality	23
2.1.5	Store Atmosphere.....	26
2.1.5.1	Definition of Store Atmosphere	26
2.1.5.2	Factors that can create an Store Atmosphere	27
2.1.5.3	Indicator of Store Atmosphere	28
2.1.6	Customer Satisfaction	30
2.1.6.1	Definition of Customer Satisfaction.....	30
2.1.6.2	Measuring Customer Satisfaction	31
2.1.6.3	Indicator of Customer Satisfaction.....	32
2.1.7	Relationship between Food Quality and Customer Satisfaction	33
2.1.8	Relationship between Service Quality and Customer Satisfaction	34
2.1.9	Relationship between Store Atmosphere and Customer Satisfaction	34
2.2	Previous Research.....	35
2.3	Hypothesis Development.....	39
2.3.1	The Influence of Food Quality on Customer Satisfaction.....	39
2.3.2	The Influence of Service Quality on Customer Satisfaction.....	39
2.3.3	The Influence of Store Atmosphere on Customer Satisfaction	40
2.4	Research Model	41
2.5	Framework of Thinking	42

CHAPTER III RESEARCH METHODOLOGY

3.1	Research Design.....	44
3.2	Population and Sample	45
3.2.1	Population	45
3.2.2	Sample.....	46
3.3	Data Collection Method	47

3.4	Operational Variable Definition and Variable Measurement.....	49
3.4.1	Definition of Operational Variable.....	49
3.4.2	Variable Measurement	52
3.5	Data Analysis Method.....	53
3.5.1	Classical Assumption Testing	53
3.5.2	Hypothesis Testing.....	57
3.5.3	Descriptive Statistic.....	59
3.5.4	The Multiple Linear Regression Model	61

CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1	General View of The Cafe House	62
4.1.1	Overview of The Cafe House.....	62
4.1.2	Organizational Structure of The Cafe House	63
4.2	Research Result.....	66
4.2.1	Descriptive Statistic.....	66
	4.2.1.1 Descriptive Statistic Data based on Respondent's Characteristic.....	66
	4.2.1.2 Explanation of Respondents Respons on Research Variables	68
4.2.2	Result of Data Quality Testing.....	83
	4.2.2.1 Validity Test	83
	4.2.2.2 Reliability Test	85
	4.2.2.3 Normality Test.....	85
	4.2.2.4 Multicollinearity Test	87
	4.2.2.5 Heteroscedasticity Test.....	88
	4.2.2.6 Linearity Test.....	89
4.2.3	Result of Hypothesis Testing	90
	4.2.3.1 Multiple Linear Regression Analysis	90
	4.2.3.2 Coefficient of Determination.....	91
	4.2.3.3 T Test.....	92
	4.2.3.4 F Test	93
4.3	Discussion.....	94

CHAPTER V CONCLUSION

5.1 Conclusion 99

5.2 Recommendation 101

 5.2.1 Theoretical Implications..... 103

 5.2.2 Managerial Implications..... 104

 5.2.3 Research Limitations..... 106

REFERENCES.....107



LIST OF FIGURES

	page
Figure 1.1 Logo of The Cafe House	3
Figure 1.2 The Cafe House's Food	3
Figure 1.3 Store Atmosphere of The Cafe House.....	5
Figure 1.4 Negative Review 8 months ago.....	6
Figure 1.5 Negative Review 7 months ago.....	6
Figure 1.6 Negative Review 1 months ago.....	7
Figure 2.1 Research Model.....	41
Figure 2.2 Framework of Thinking	42
Figure 4.1 Organization Structure	63
Figure 4.2 Normal Probability Plot of Food Quality, Service Quality, and Store Atmosphere on Customer Satisfaction at The Cafe House	86
Figure 4.3 Histogram Test of Food Quality, Service Quality, and Store Atmosphere on Customer Satisfaction at The Cafe House	86

LIST OF TABLES

	page
Table 3.1 Operational Variable	51
Table 3.2 Likert Scale	52
Table 3.3 Coefficient Determination Interval	57
Table 4.1 Respondent Based on Gender	66
Table 4.2 Respondent Based on Age.....	66
Table 4.3 Respondent Based on Education	67
Table 4.4 Mean Interval Description.....	68
Table 4.5 Respondents Answer on Food Quality (X1)	68
Table 4.6 Descriptive Analysis of Food Quality	72
Table 4.7 Respondents Answer on Service Quality (X2).....	72
Table 4.8 Descriptive Analysis of Service Quality	76
Table 4.9 Respondents Answer on Store Atmosphere (X3).....	76
Table 4.10 Descriptive Analysis of Store Atmosphere	79
Table 4.11 Respondents Answer on Customer Satisfaction (Y).....	80
Table 4.12 Descriptive Analysis of Customer Satisfaction.....	82
Table 4.13 Validity Test of Food Quality (X1).....	83
Table 4.14 Validity Test of Service Quality (X2)	84
Table 4.15 Validity Test of Store Atmosphere (X3)	84
Table 4.16 Validity Test of Customer Satisfaction (Y).....	84
Table 4.17 Reliability Test Result	85
Table 4.18 Kolmogorov-Smirnov Test Result	87
Table 4.19 Multicollinearity Test Result.....	88
Table 4.20 Heteroscedasticity Test Result	88
Table 4.21 Linearity Test Result (X1*Y).....	89
Table 4.22 Linearity Test Result (X2*Y).....	89
Table 4.23 Linearity Test Result (X3*Y).....	89
Table 4.24 Multiple Linear Regression Result.....	90
Table 4.25 Coefficient of Determination Result	91

Table 4.26	T-test Result	92
Table 4.27	F-test Result	93



LIST OF APPENDICES

APPENDIX A: NEGATIVE REVIEW FROM THE CAFE HOUSE	A-1
APPENDIX B: THE CAFE HOUSE'S FOOD MENU.....	C-1
APPENDIX C: QUESTIONNAIRE	E-1
APPENDIX D: KUESIONER	I-1
APPENDIX E: DATA OF RESPONDENT'S ANSWER ON FOOD QUALITY VARIABLE.....	N-1
APPENDIX F: DATA OF RESPONDENT'S ANSWER ON SERVICE QUALITY VARIABLE	P-1
APPENDIX G: DATA OF RESPONDENT'S ANSWER ON STORE ATMOSPHERE VARIABLE	R-1
APPENDIX H: DATA OF RESPONDENT'S ANSWER ON CUSTOMER SATISFACTION VARIABLE	T-1
APPENDIX I: SPSS RESULT.....	V-1
APPENDIX J: T & F TABLE.....	AA-1
APPENDIX K: RESEARCH STATEMENT LETTER.....	CC-1