

TABLE OF CONTENTS

page

COVER PAGE

TITLE PAGE

DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD

AGREEMENT..... ii

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..... 11

1.5 Benefits 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	13
2.1.2	Management	13
2.1.3	Resort.....	14
2.1.4	Food and Beverage Industry	15
2.1.5	Restaurant	15
2.2	Service Quality	16
2.2.1	Indicators of Service Quality	17
2.2.2	Factors of Service Quality	18
2.3	Price Fairness.....	19
2.3.1	Indicators of Price Fairness.....	20
2.3.2	Factors of Price Fairness.....	20
2.4	Store Atmosphere	21
2.4.1	Indicators of Store Atmosphere	22
2.4.2	Factors of Store Atmosphere	24
2.5	Customer Satisfaction.....	25
2.5.1	Indicators of Customer Satisfaction.....	25
2.5.2	Factors of Customer Satisfaction.....	26
2.6	Influence of Independent Variables towards Dependent Variables	27
2.6.1	Influence of Service Quality towards Customer Satisfaction	27
2.6.2	Influence of Price Fairness towards Customer Satisfaction	28
2.6.3	Influence of Store Atmosphere towards Customer Satisfaction	29
2.7	Previous Research.....	29

2.8 Hypothesis Development.....	31
2.9 Research Model	32
2.10 Framework of Thinking.....	34

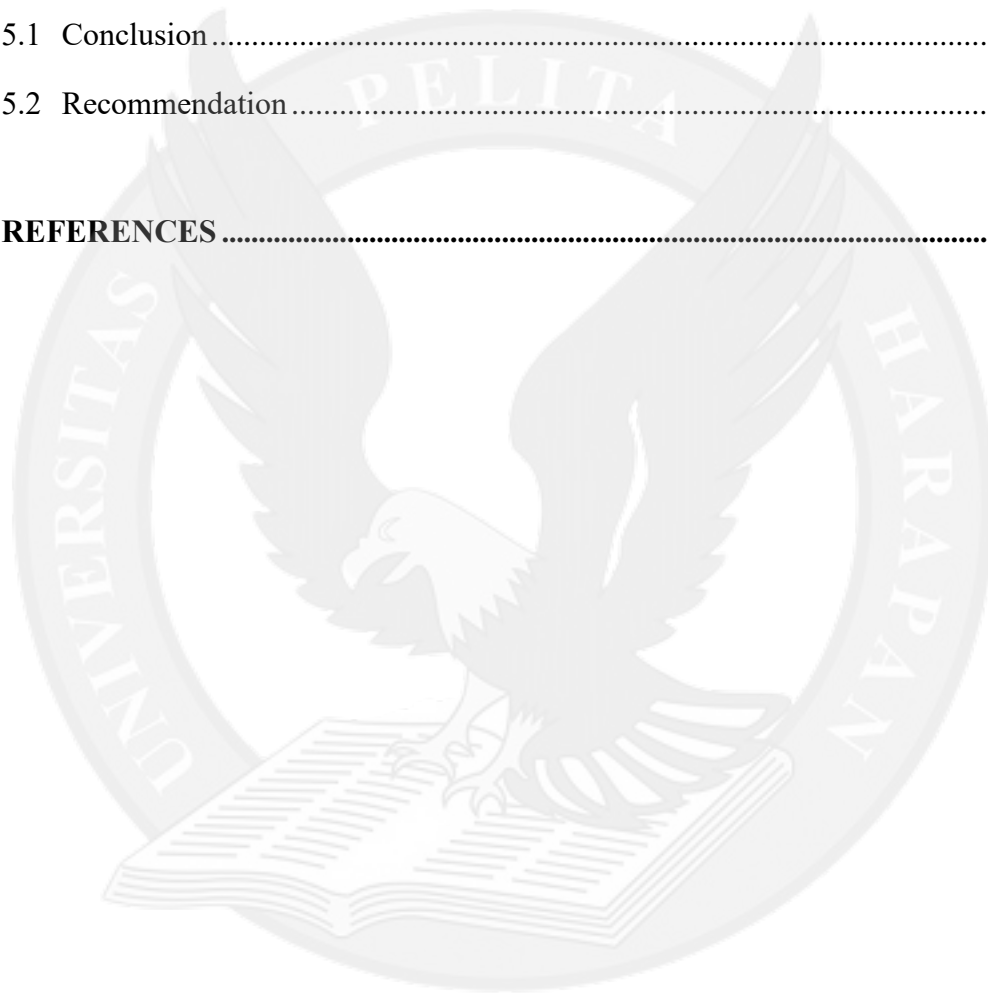
CHAPTER III RESEARCH METHODOLOGY

3.1 Research Design	36
3.2 Population and Sample	37
3.3 Data Collection Method	39
3.3.1 Primary Data.....	39
3.3.2 Secondary Data.....	40
3.4 Operational Variable and Variable Measurement	40
3.4.1 Independent Variable	40
3.4.2 Dependent Variable.....	40
3.5 Data Analysis Method	44
3.5.1 Descriptive Analysis	44
3.5.2 Research Instrument Test.....	46
3.5.3 Classical Assumption Test	48
3.5.4 Multiple Linear Regression	51
3.5.5 Hypothesis Test.....	52

CHAPTER IV RESEARCH RESULTS AND DISCUSSION

4.1 General View of Research Object.....	56
4.1.1 Overview of The Dining Room	56
4.1.2 Vision and Mission	59
4.1.3 Organization Structure.....	60
4.2 Research Result	62
4.2.1 Research Instrument Test.....	62

4.2.2	Descriptive Analysis	67
4.2.3	Result of Data Quality Testing	92
4.2.4	Result of Hypothesis Testing.....	98
4.3	Discussion	100
CHAPTER V CONCLUSION		
5.1	Conclusion.....	107
5.2	Recommendation.....	108
REFERENCES		111



LIST OF FIGURES

	page
Figure 1. 1 Customer Review on Google Review.....	5
Figure 1. 2 Customer Review of Store Atmosphere	7
Figure 1. 3 The Condition of Store Atmosphere	8
Figure 2.1 Research Model	32
Figure 2. 2 Framework of Thinking	35
Figure 4. 1 The Dining Room Menu	57
Figure 4. 2 Store Atmosphere of The Dining Room	58
Figure 4. 3 Organization Structure	60
Figure 4. 4 Histogram of Normality Test	93
Figure 4. 5 P-plot of Normality Test	94
Figure 4. 6 Scatterplot of Heteroscedasticity Test.....	96

LIST OF TABLES

	page
Table 1.1 Businesses of Culinary Industry in Indonesia	3
Table 2.1 Previous Research	29
Table 3. 1 Operational Variable and Variable Measurement	41
Table 3. 2 Question for Questionnaire	41
Table 4. 1 Result of Validity Test Variable X1	63
Table 4. 2 Result of Validity Test Variable X2	64
Table 4. 3 Result of Validity Test Variable X3	64
Table 4. 4 Result of Validity Test Variable Y	65
Table 4. 5 Result of Reliability Test variable X1	65
Table 4. 6 Result of Reliability Test variable X2	66
Table 4. 7 Result of Reliability Test variable X3	66
Table 4. 8 Result of Reliability Test variable Y	67
Table 4. 9 Gender Characteristics	68
Table 4. 10 Age Characteristics.....	68
Table 4. 11 Frequency of Visit Characteristics.....	69
Table 4. 12 Variable X1: SQ1.....	70
Table 4. 13 Variable X1: SQ2.....	70
Table 4. 14 Variable X1: SQ3.....	71
Table 4. 15 Variable X1: SQ4.....	71
Table 4. 16 Variable X1: SQ5.....	72
Table 4. 17 Variable X1: SQ6.....	72
Table 4. 18 Variable X1: SQ7.....	73
Table 4. 19 Variable X1: SQ8.....	74
Table 4. 20 Variable X1: SQ9.....	74
Table 4. 21 Variable X1: SQ10.....	75
Table 4. 22 Variable X2: PF1	75
Table 4. 23 Variable X2: PF2	76
Table 4. 24 Variable X2: PF3	77

Table 4. 25 Variable X2: PF4	77
Table 4. 26 Variable X3: SA1.....	78
Table 4. 27 Variable X3: SA2.....	79
Table 4. 28 Variable X3: SA3.....	79
Table 4. 29 Variable X3: SA4.....	80
Table 4. 30 Variable X3: SA5.....	80
Table 4. 31 Variable X3: SA6.....	81
Table 4. 32 Variable X3: SA7.....	82
Table 4. 33 Variable X3: SA8.....	82
Table 4. 34 Variable X3: SA9.....	83
Table 4. 35 Variable Y: CS1	83
Table 4. 36 Variable Y: CS2	84
Table 4. 37 Variable Y: CS3	85
Table 4. 38 Variable Y: CS4	85
Table 4. 39 Variable Y: CS5	86
Table 4. 40 Variable Y: CS6	87
Table 4. 41 Mean Interval	88
Table 4. 42 Descriptive Analysis of Variable X1	88
Table 4. 43 Descriptive Analysis of Variable X2	89
Table 4. 44 Descriptive Analysis of Variable X3	90
Table 4. 45 Descriptive Analysis of Variable Y	91
Table 4. 46 Kolmogorov-Smirnov Test	94
Table 4. 47 Multicollinearity Test	95
Table 4. 48. Glejser Method of Heteroscedasticity Test	96
Table 4. 49 Multiple Linear Regression	97
Table 4. 50 Coefficient of Determination.....	98
Table 4. 51 T-test	99
Table 4. 52 F-test.....	100

LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE.....	A-1
APPENDIX B: DATA TABULATION	B-1
APPENDIX C: RESEARCH INSTRUMENT TEST	C-1
APPENDIX D: SPSS RESULT.....	D-1
APPENDIX E: T-TABLE	E-1
APPENDIX F: F-TABLE (SIG. 0.05, N2 = 91-135)	F-1
APPENDIX G: PERMISSION LETTER	G-1

