

TABLE OF CONTENT

COVER PAGE	1
TITLE PAGE	i
FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR Error! Bookmark not defined.	
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	iv
ABSTRACT.....	v
PREFACE.....	vii
TABLE OF CONTENT	x
LIST OF FIGURES.....	xiii
LIST OF TABLES	xiv
LIST OF APPENDICES	xvii
CHAPTER I	1
1.1. Background of the Study.....	1
1.2. Problem Limitation	1
1.3. Problem Formulation.....	2
1.4. Objective of Research.....	2
1.5. Objective of Research.....	3
1.5.1 Theoretical Benefit.....	3
1.5.2 Practical benefits.....	3
CHAPTER II.....	4
2.1 Theoretical Background.....	4
2.1.1 Hospitality Management	5
2.1.2 Restaurant	6
2.1.3 Types of Restaurants	7
2.1.4 Lifestyles	9
2.1.5 Social Enjoyment.....	11
2.1.6 Purchase Motivation.....	13

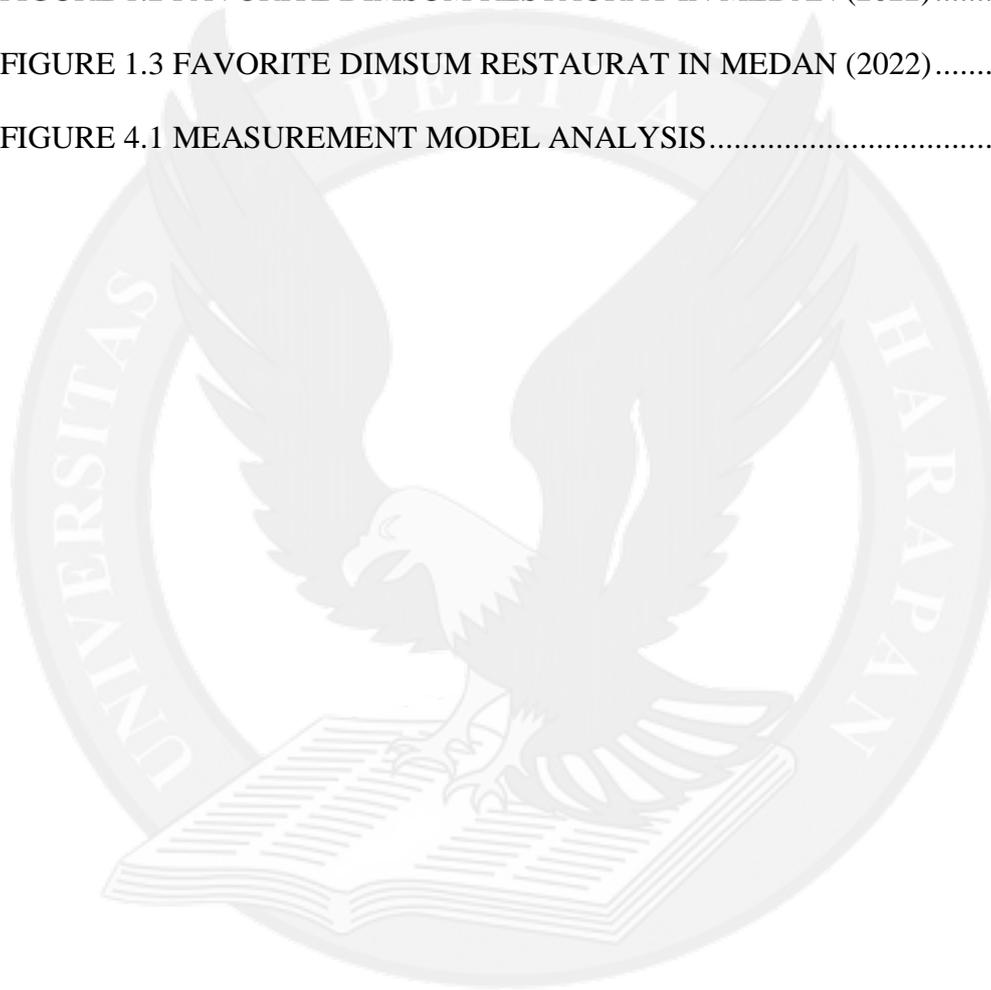
2.1.7	Relationship Between Lifestyle and Purchase Motivation.....	15
2.1.8	Relationship between Social Enjoyment on Purchase Motivation and Lifestyle	15
2.2	<i>Previous Research</i>	16
2.3	<i>Hypothesis Development</i>	17
2.4	<i>Research Model</i>	18
2.5	<i>Framework of Thinking</i>	20
CHAPTER III		21
3.1	<i>Research Design</i>	21
3.2	<i>Population and Sample</i>	22
3.2.1	Population.....	22
3.2.2	Sample	23
3.3	<i>Data Collection Method</i>	24
3.4	<i>Operational Definition and Variable Measurement</i>	25
3.4.1	Operational Definition.....	25
3.4.2	Variable Measurement	27
3.5	<i>Data Analysis Method</i>	28
3.5.1	Research Test.....	28
3.5.2	Descriptive Statistic	30
3.5.3.	Partial Least Squares Structural Equation Modeling	33
CHAPTER IV		39
4.1	<i>General View of Research Object</i>	39
4.2	<i>Research Result</i>	40
4.2.1	Test of Research.....	40
4.2.2	Characteristics of Respondents	43
4.2.3	Explanation of Respondents on Research Variables.....	45
4.2.4	Descriptive Statistics	50
4.2.5	Result of Data Quality Testing	55
4.3	<i>Discussion</i>	65
CHAPTER V		72
5.1	<i>Conclusion</i>	72

5.2 Recommendation..... 73
REFERENCE..... 76



LIST OF FIGURES

FIGURE 1.1 COMPLAINTS FROM GOOGLE REVIEWS AT MAMATJOE DIMSUM MEDAN (2023) SOURCE: GOOGLE REVIEWS (2023).....	1
FIGURE 1.2 FAVORITE DIMSUM RESTAURAT IN MEDAN (2022).....	1
FIGURE 1.3 FAVORITE DIMSUM RESTAURAT IN MEDAN (2022).....	1
FIGURE 4.1 MEASUREMENT MODEL ANALYSIS.....	56



LIST OF TABLES

TABLE 1.1 NUMBER OF VISITORS OF MAMATJOE RESTAURANT JANUARY 2023 DECEMBER 2023	1
TABLE 2.1 PREVIOUS RESEARCH JOURNAL.....	16
TABLE 2.2 RESEARCH MODEL	18
TABLE 2.3 FRAMEWORK OF THINKING	20
TABLE 3.1 INDICATORS OF LIFESTYLE, PURCHASE MOTIVATION, AND SOCIAL ENJOYMENT	26
TABLE 3.2 LIKERT SCALE	28
TABLE 4.1 VALIDITY TEST FOR LIFESTYLE (X).....	41
TABLE 4.2 VALIDITY TEST FOR PURCHASE MOTIVATION (Y)	41
TABLE 4.3 VALIDITY TEST FOR SOCIAL ENJOYMENT (Z)	42
TABLE 4.4 RELIABILITY TEST	42
TABLE 4.5 NUMBER OF RESPONDENT BASED ON GENDER.....	43
TABLE 4.6 NUMBER OF RESPONDENT BASED ON AGE.....	44
TABLE 4.7 NUMBER OF RESPONDENT ACCORDING TO LAST VISIT....	44
TABLE 4.8 NUMBER OF RESPONDENT ACCORDING TO THEIR JOB.....	45
TABLE 4.9 LIFESTYLE VARIABLE.....	46
TABLE 4.10 PURCHASE MOTIVATION VARIABLE	47
TABLE 4.11 SOCIAL ENJOYMENT VARIABLE.....	49
TABLE 4.12 MEASUREMENT SCORE FROM INTERVAL CLASS FORMULA	50
TABLE 4.13 DESCRIPTIVE STATISTICS OF LIFESTYLE (X)	51
TABLE 4.14 MEASUREMENT SCORE FOR VARIABLE LIFESTYLE(X) ...	51

TABLE 4.15 DESCRIPTIVE STATISTICS OF VARIABLE LIFESTYLE (X).	52
TABLE 4.16 DESCRIPTIVE STATISTICS OF PURCHASE MOTIVATION (Y)	52
TABLE 4.17 MEASUREMENT SCORE FOR VARIABLE PURCHASE MOTIVATION (Y)	53
TABLE 4.18 DESCRIPTIVE STATISTICS OF VARIABLE PURCHASE MOTIVATION (Y)	53
TABLE 4.19 DESCRIPTIVE STATISTICS OF SOCIAL ENJOYMENT (Z)....	54
TABLE 4.20 MEASUREMENT SCORE FOR SOCIAL ENJOYMENT (Z)	55
TABLE 4.21 DESCRIPTIVE STATISTICS OF VARIABLE SOCIAL ENJOYMENT (Z)	55
TABLE 4.22 OUTER LOADING TEST LIFESTYLE VARIABLE	56
TABLE 4.23 OUTER LOADING TEST PURCHASE MOTIVATION VARIABLE.....	56
TABLE 4.24 OUTER LOADING TEST SOCIAL ENJOYMENT VARIABLE	57
TABLE 4.25 CONSTRUCT VALIDITY TEST	57
TABLE 4.26 CROSS-LOADING TEST LIFESTYLE VARIABLE (X)	58
TABLE 4.27 CROSS-LOADING TEST PURCHASE MOTIVATION VARIABLE (Y)	58
TABLE 4.28 CROSS-LOADING TEST PURCHASE MOTIVATION VARIABLE (Y)	58
TABLE 4.29 HETEROTRAIT-MONOTRAIT RATIO OF CORRELATIONS (HTMT).....	59
TABLE 4.30 FORNELL-LARCKER CRITERION	59
TABLE 4.31 CONSTRUCT RELIABILITY TEST	60
TABLE 4.32 VARIATION INFLATION FACTOR	61
TABLE 4.33 R-SQUARE	62

TABLE 4.34 F-SQUARE	62
TABLE 4.35 PATH COEFFICIENT (SIGNIFICATION).....	63
TABLE 4.36 SIGNIFICATION	64



LIST OF APPENDICES

APPENDIX A QUESTIONNAIRE (GOOGLE FORM)	A-1
APPENDIX B PRE-TEST: RESPONDENT ANSWERS FOR VARIABLE X (LIFESTYLE).....	B-1
APPENDIX C PRE-TEST: RESPONDENT ANSWERS FOR VARIABLE Y (PURCHASE MOTIVATION).....	C-1
APPENDIX D : PRE-TEST: RESPONDENT ANSWERS FOR VARIABLE Z (SOCIAL ENJOYMENT).....	D-1
APPENDIX E MAIN-TEST: RESPONDENT ANSWERS FOR VARIABLE X (LIFESTYLE).....	E-1
APPENDIX F MAIN-TEST: RESPONDENT ANSWERS FOR VARIABLE Y (PURCHASE MOTIVATION).....	F-1
APPENDIX G MAIN-TEST: RESPONDENT ANSWERS FOR VARIABLE Z (SOCIAL ENJOYMENT).....	G-1
APPENDIX H SPSS OUTPUT.....	H-1
APPENDIX I TURNITIN CHECK.....	I-1
APPENDIX J APPROVAL MESSAGE FROM.....	J-1