

TABLE OF CONTENTS

	page
COVER PAGE	
TITLE PAGE	
FINAL ASSIGNMENT AND UPLOAD STATEMENT	
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	iv
ABSTRAK.....	vi
PREFACE.....	vii
LIST OF FIGURES	xii
LIST OF TABLES	xiii
LIST OF APPENDICES	xiv
CHAPTER I INTRODUCTION.....	1
1.1. Background of the Study.....	1
1.2. Problem Limitation	6
1.3. Problem Formulation	6
1.4. Objective of the Research	7
1.5. Benefit of the Research	7
1.5.1. Theoretical Benefit.....	7
1.5.2. Practical Benefit.....	7
CHAPTER II LITERATURE REVIEW AND HYPOTESIS DEVELOPMENT	9
2.1. Theoretical Background	9
2.1.1. Hospitality Management	9
2.1.2. Store Atmosphere.....	10
2.1.3. Factors of Store Atmosphere.....	11
2.1.4. Indicator of Store Atmosphere	12
2.1.5. Menu Variation	12
2.1.6. Types of Menus.....	13

2.1.7.	Indicator of Menu Variation.....	14
2.1.8.	Customer Satisfaction	15
2.1.9.	Factors of Customer Satisfaction	16
2.1.10.	Indicator of Customer Satisfaction	17
2.1.11.	Relationship between the Store Atmosphere to Customer Satisfaction.....	18
2.1.12.	Relationship between the Menu Variation to Customer Satisfaction.....	18
2.1.13.	Relationship between the Store Atmosphere and Menu Variation to Customer Satisfaction	19
2.2.	Previous Research	19
2.3.	Hypothesis Development	21
2.4.	Research Model.....	22
2.5.	Framework of Thinking	23
CHAPTER III RESEARCH METHODOLOGY		24
3.1.	Research Design.....	24
3.2.	Population and Sample.....	25
3.3.	Data Collection Method	26
3.4.	Operational Definition and Variable Measurement	27
3.5.	Data Analysis Method.....	28
3.5.1.	Test of Research Instrument.....	29
3.5.2.	Descriptive Statistics.....	30
3.5.3.	Classic Assumption Test	32
3.5.4.	Multiple Linear Regression Analysis	36
3.5.5.	Hypothesis Test.....	37
CHAPTER IV RESEARCH RESULT AND DISCUSSION		40
4.1.	General View of Research Object.....	40
4.1.1.	Brief Overview.....	40
4.1.2.	Organization Structure	41
4.2.	Research Result.....	43
4.2.1	Test of Research Instrument.....	43

4.2.1.1	Validity Test.....	43
4.2.1.2	Reliability Test.....	45
4.2.2	Descriptive Statistics.....	45
4.2.2.1	Respondent Charateristics	45
4.2.2.2	Explanation of Respondents Answer of Variable	47
4.2.2.3	Mean, Median, Mode and Standard Deviation	53
4.2.3	Result of Data Quality Testing.....	61
4.2.3.1	Classical Asumption Testing Result	61
4.2.3.2	Multiple Linear Regression Results.....	65
4.2.4	Result of Hyphotesis Testing	66
4.2.4.1	T test.....	66
4.2.4.2	F Test.....	67
4.2.4.3	Coefficient of Determination	68
4.3.	Discussion	68
CHAPTER V CONCLUSION	73
5.1	Conclusion	73
5.2	Recommendation	73
BIBLIOGRAPHY	76

LIST OF FIGURES

	page
Figure 4.1 Organizational Structure of Coffein Coffee Tebing Tinggi	41
Figure 4.2 Histogram Graph	61
Figure 4.3 Normal Plot Graph.....	62
Figure 4.4 Scatterplot Graph	64



LIST OF TABLES

	page
Table 4.1 Validity Test of Store Atmosphere	44
Table 4.2 Validity Test of Menu Variation	44
Table 4.3 Validity Test of Customer Satisfaction	44
Table 4.5 Reliability Test.....	45
Table 4.6 Charateristics Based on Age	46
Table 4.6 Charateristics Based on Gender	46
Table 4.6 Charateristics Based on Education.....	46
Table 4.6 Charateristics Based on Frequency of Visit.....	47
Table 4.9 Respondent Answer on Variable Store Atmosphere	47
Table 4.10 Respondent Answer on Variable Menu Variation	49
Table 4.11 Respondent Answer on Variable Customer Satisfaction	51
Table 4.12 Interval Class of Store Atmosphere	54
Table 4.15 Interval Class of Cafe Atmosphere	54
Table 4.14 Interval Class of Customer Satisfaction.....	55
Table 4.15 Mean, Median, Mode, Variance and Std Deviation of Variables	55
Table 4.16 Mean, Median, Mode and Std Deviation of Store Atmosphere.....	56
Table 4.17 Mean, Median, Mode and Std Deviation of Menu Variation	57
Table 4.18 Mean, Median, Mode and Std Deviation of Customer Satisfaction ...	59
Table 4.19 One Sample Kolmogorov Test.....	62
Table 4.24 Multicolinearity Test.....	63
Table 4.25 Glejser Test	64
Table 4.26 Multiple Linear Regression Test.....	65
Table 4.23 T Test	66
Table 4.23 F Test	67
Table 4.25 Determination Test.....	68

LIST OF APPENDICES

	page
Appendix A: Questionnaire	A-1
Appendix B: Data Tabulation SPSS Output	B-1
Appendix C: Data of Respondent Answer from Questionnaire.....	C-1
Appendix D: SPSS Output.....	D-1
Appendix E: Distribution R Table	E-1
Appendix F: Distribution T Table	F-1
Appendix G: Distribution F Table	G-1
Appendix H: Letter	H-1