

# TABLE OF CONTENTS

page

**COVER PAGE**

**TITLE PAGE**

**FINAL ASSIGNMENT STATEMENT 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 ..... xiii**

**LIST OF TABLES ..... xiv**

**LIST OF APPENDICES ..... xvii**

## **CHAPTER I INTRODUCTION**

1.1. Background of the Study ..... 1

1.2. Problem Limitation..... 5

1.3. Problem Formulation..... 5

1.4. Objective of the Research..... 6

1.5. Benefits of the Research..... 7

1.5.1. Theoretical Benefits ..... 7

1.5.2. Practical Benefits ..... 7

## **CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

2.1	Theoretical Background .....	9
2.1.1	Hospitality Industry.....	9
2.1.2	Segment in Hospitality.....	10
2.1.3	Café.....	11
2.1.4	Service Quality.....	12
2.1.5	Factors Affecting Service Quality.....	13
2.1.6	The Indicators of Service Quality .....	13
2.1.7	Servicescape.....	15
2.1.8	Factors Affecting Servicescape.....	16
2.1.9	The Indicators of Servicescape .....	16
2.1.10	Customer Satisfaction .....	17
2.1.11	Factors Affect Customer Satisfaction .....	19
2.1.12	The Indicators of Customer Satisfaction.....	21
2.1.13	The Effect of Service Quality and Servicescape Towards Customer Satisfaction.....	21
2.2	Previous Research .....	22
2.3	Hypothesis Development .....	24
2.4	Research Model.....	25
2.5	Framework of Thinking.....	27

### **CHAPTER III RESEARCH METHODOLOGY**

3.1	Research Design .....	28
3.2	Population and Sample .....	29
3.2.1	Population .....	29
3.2.2	Sample.....	29
3.3	Data Collection Method .....	30
3.4	Operational Definition and Variable Measurement .....	31
3.5	Data Analysis Method .....	33
3.5.1	Research Instrument.....	33
3.5.2	Classical Assumption.....	35
3.5.3	Descriptive Statistical Analysis .....	38

3.5.4	Linear Regression Equation .....	40
3.5.5	Multiple Linear Regression Analysis.....	41
3.5.6	Determination Test ( $r^2$ ) .....	41
3.5.7	Adjusted $R^2$ .....	42
3.5.8	Hypothesis Test.....	42

#### **CHAPTER IV RESEARCH RESULT AND DISCUSSION**

4.1	General View of “Research Object” .....	45
4.1.1	The Overview of Cafe Massa KokTong .....	45
4.1.2	Vission of Cafe Massa KokTong .....	47
4.1.3	Mission of Cafe Massa KokTong .....	47
4.1.4	Company Organizational Structure.....	47
4.2	Research Result .....	48
4.2.1.	Descriptive Statistic .....	48
4.2.2	Result of Data Quality Testing.....	65
4.2.3	Result of Hypothesis Testing .....	72
4.3	Discussion .....	78

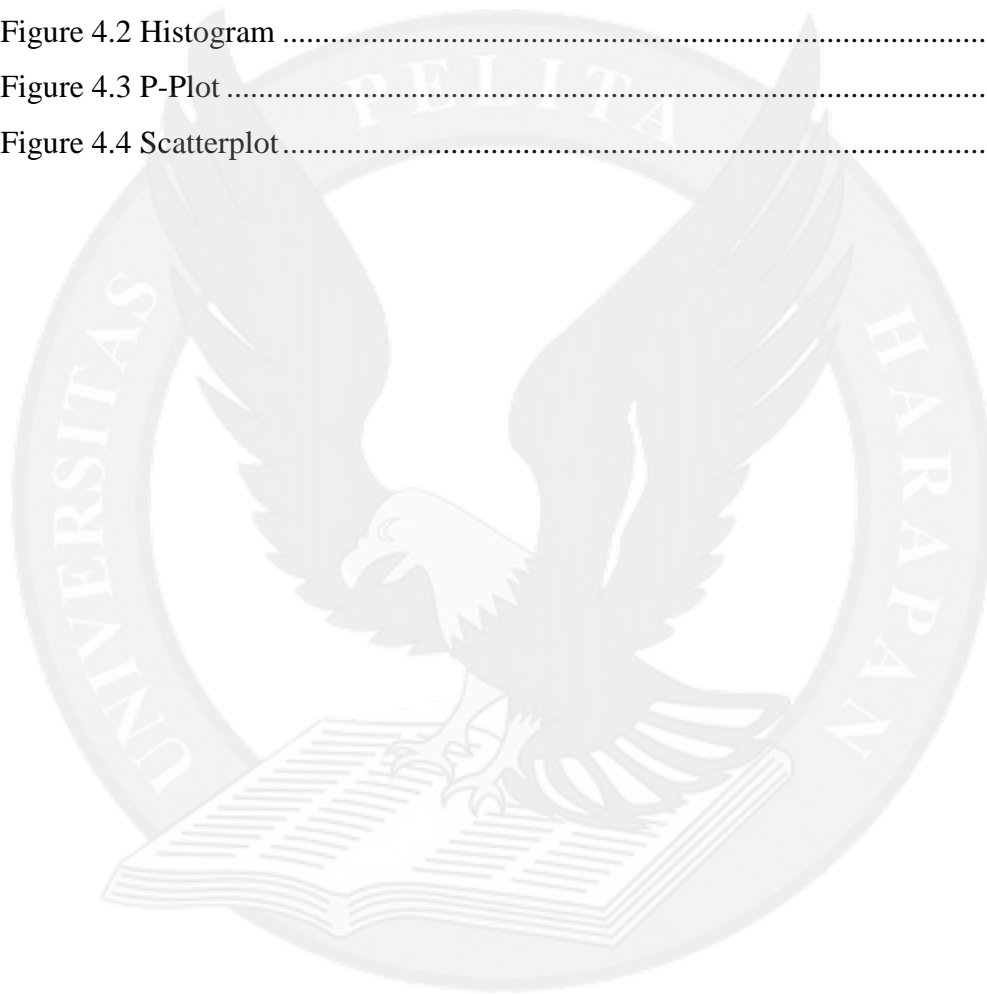
#### **CHAPTER V CONCLUSION**

5.1	Conclusion.....	85
5.2	Recommendation.....	85

<b>REFERENCES.....</b>	<b>88</b>
------------------------	-----------

## LIST OF FIGURES

	page
Figure 2.1 Research Model .....	26
Figure 2.2 Framework of Thinking .....	27
Figure 4.1 Company Organizational Structure.....	48
Figure 4.2 Histogram .....	67
Figure 4.3 P-Plot .....	68
Figure 4.4 Scatterplot.....	70



## LIST OF TABLES

	page
Table 2.1 Previous Research .....	22
Table 3.1 Defenition of Operational Variables .....	32
Table 3.2 Likert Scales.....	32
Table 4.1 Service Quality Interval .....	49
Table 4.2 Servicescape Interval .....	49
Table 4.3 Customer Satisfaction Interval.....	49
Table 4.4 Descriptive statistics of Service Quality, Servicescape and Customer Satisfaction.....	50
Table 4.5 Q1. Cafe Massa KokTong has clean facilities .....	51
Table 4.6 Q2. Cafe Massa KokTong facilities provide convenience.....	52
Table 4.7 Q3. The employees of Cafe Massa KokTong are well-groomed.....	52
Table 4.8 Q4. Cafe Massa KokTong's employee service is very good.....	52
Table 4.9 Q5. The staff of Cafe Massa KokTong knows all the products well. ...	53
Table 4.10 Q6. The employees of Cafe Massa KokTong put customer needs first. ....	53
Table 4.11 Q7. Cafe Massa KokTong employees are ready to respond to any customer requests. ....	53
Table 4.12 Q8. Cafe Massa KokTong employees pay attention to customer needs. (e.g. children need a baby chair) .....	54
Table 4.13 Q9. Cafe Massa KokTong employees are meticulous in serving to avoid mistakes.....	54
Table 4.14 Q10. The employees of Cafe Massa KokTong are honest in serving customers. ....	55
Table 4.15 Q11. Cafe Massa KokTong employees always say greetings before serving.....	55
Table 4.16 Q12. Cafe Massa KokTong employees provide fast service. ....	55

Table 4.17 Q13. Cafe Massa KokTong employees are quick to serve every customer request.....	56
Table 4.18 Q14. Cafe Massa KokTong employees respond to customer complaints promptly. ....	56
Table 4.19 Q.1 The environment of Cafe Massa KokTong is very clean.....	56
Table 4.20 Q.2 Cafe Massa KokTong lighting is spot on.....	57
Table 4.21 Q.3 The room temperature at Cafe Massa KokTong is comfortable. .	57
Table 4.22 Q.4 Cafe Massa KokTong's interior layout is just right.....	58
Table 4.23 Q.5 Cafe Massa KokTong uses good tableware. ....	58
Table 4.24 Q.6 The interior design of Cafe Massa Koktong is very interesting...	58
Table 4.25 Q.7 Customers are interested in decorations such as paintings, ornamental plants at Cafe Massa KokTong. ....	59
Table 4.26 Q.8 Customers have no trouble finding signs for toilets, smoking, and no smoking.....	59
Table 4.27 Q.1 Customers will come back to Cafe Massa KokTong.....	60
Table 4.28 Q.2 Customers buy other products at Cafe Massa KokTong.....	60
Table 4.29 Q.3 Customers are willing to make repeat purchases at Cafe Massa KokTong. ....	60
Table 4.30 Q.4 Customers still go to Cafe Massa KokTong even though there are many other cafes. ....	61
Table 4.31 Q.5 The convenience of the servicescape can keep customers at the cafe for a long time. ....	61
Table 4.32 Q.6 The services provided are very satisfactory.....	62
Table 4.33 Q.7 Servicescape cafe is very satisfying.....	62
Table 4.34 Q.8 Customer requirements are well met.....	62
Table 4.35 Q.9 Customers are willing to recommend Cafe Massa KokTong to friends.....	63
Table 4.36 Q.10 Customers will share their experiences at Cafe Massa KokTong with friends. ....	63
Table 4.37 Q.11 Customers will say positive things about Cafe Massa KokTong. ....	63

Table 4.38 Q.12 Customers will invite friends to visit Cafe Massa KokTong. ....	64
Table 4.39 Q.13 If the customer wants to hold an event, then Cafe Massa KokTong is the first choice. ....	64
Table 4.40 Validity Test of Service Quality (X1).....	65
Table 4.41 Validity Test of Servicescape (X2).....	65
Table 4.42 Validity Test of Customer Satisfaction (Y) .....	65
Table 4.43 Reliability of Service Quality (X1) .....	66
Table 4.44 Reliability of Servicescape (X2) .....	66
Table 4.45 Reliability of Customer Satisfaction (Y) .....	67
Table 4.46 Normality Test .....	68
Table 4.47 Linearity Test $X_1 - Y$ .....	69
Table 4.48 Linearity Test $X_2 - Y$ .....	69
Table 4.49 Multicollinearity Test.....	70
Table 4.50 Autocorrelation Test .....	71
Table 4.51 Linear Regression Equation .....	72
Table 4.52 Correlation Test $X_1 - Y$ .....	74
Table 4.53 Correlation Test $X_2 - Y$ .....	74
Table 4.54 Coefficient of Determination .....	75
Table 4.55 Adjusted $R^2$ .....	75
Table 4.56 T-Test $X_1 - Y$ .....	76
Table 4.57 T-Test $X_2 - Y$ .....	76
Table 4.58 F-Test .....	77

## LIST OF APPENDICES

	page
APPENDIX A: QUESTIONNAIRE .....	A-1
APPENDIX B: SERVICE QUALITY QUESTIONNAIRE RESULTS .....	A-7
APPENDIX C: SERVICESCAPE QUESTIONNAIRE RESULT .....	A-8
APPENDIX D: CUSTOMER SATISFACTION QUESTIONNAIRE RESULTS ... A-9	
APPENDIX E: CAFE MASSA KOKTONG GOOGLE REVIEW .....	A-10
APPENDIX F: DISTRIBUTION OF VALIDITY TEST, RELIABILITY TEST, CORRELATION INTERVAL .....	A-11
APPENDIX G: DISTRIBUTION OF DURBIN WATSON TABLE .....	A-12
APPENDIX H: DISTRIBUTION OF T-TABLE .....	A-13
APPENDIX I: DISTRIBUTION OF F-TABLE .....	A-14
APPENDIX J: REFERENCES LETTER .....	A-15