

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	xii
LIST OF TABLES	xiii
LIST OF APPENDICES.....	xiv
CHAPTER I INTRODUCTION	
1.1 Background of the Study.....	1
1.2 Problem Limitation	8
1.3 Problem Formulation	8
1.4 Objective of The Research	9
1.5 Benefit of The Research.....	9
1.5.1 Theoretical Benefit.....	10
1.5.2 Practical Benefit	10
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	
2.1 Theoretical Background.....	11
2.1.1 Food Quality (Product Quality)	11
2.1.1.1 Definition of Product Quality	11
2.1.1.2 Importance of Food Quality.....	12

2.1.1.3	Factor Affecting Food Quality.....	12
2.1.1.4	Indicator of Product Quality	13
2.1.1.5	Objective and Benefit of Product Quality	14
2.1.2	Service Quality	15
2.1.2.1	Definition of Service Quality.....	15
2.1.2.2	Factor affecting Service Quality	16
2.1.2.3	Indicator of Service Quality.....	16
2.1.2.4	Objective and Benefit of Service Quality.....	18
2.1.3	Customer Satisfaction.....	19
2.1.3.1	Definition of Customer Satisfaction.....	19
2.1.3.2	Factor Affecting Customer Satisfaction	21
2.1.3.3	Indicator of Customer Satisfaction	22
2.1.3.4	Objective and Benefit of Customer Satisfaction.....	22
2.2	Previous Research.....	24
2.3	Hypothesis Development	27
2.4	Research Model.....	27
2.5	Framework of Thinking	29
CHAPTER III RESEARCH METHODOLOGY		
3.1	Research Design	30
3.2	Population and Sample	31
3.3	Data Collection Method	34
3.4	Operational Variable Definition and Variable Measurement	34
3.5	Data Analysis Method.....	38
3.5.1	Descriptive Analysis Method	38
3.5.2	Research Instrument Test	40
3.5.3	Classical Assumption Test	42

3.5.4	Multiple Linear Regression Analysis	43
3.5.5	Coefficient of Determination Test (r^2)	44
3.5.6	Hypothesis Test	44
3.5.6.1	Partial Hypothesis Test (T-test)	45
3.5.6.2	Simultaneously Hypothesis Test	45

CHAPTER IV RESEARCH RESULT AND DISCUSSION

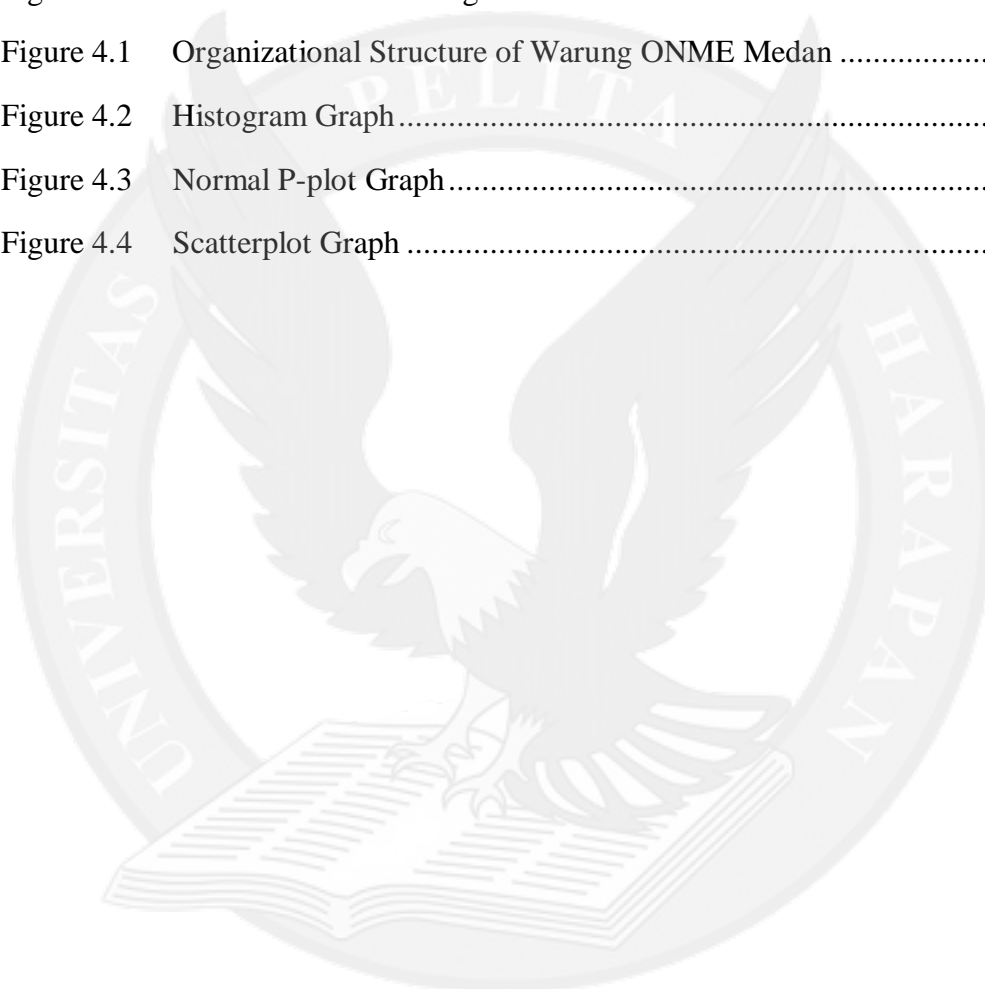
4.1	General View of Warung ONME MEDAN	46
4.1.1	Brief History of Warung ONME Medan	47
4.1.2	Vision and Mission	48
4.1.3	Organizational Structure of Warung ONME	48
4.2	Research Result	51
4.2.1	Descriptive Statistical Analysis	51
4.2.1.1	Characteristics of Respondents	51
4.2.1.2	Explanation of Respondents on Research Variables	52
4.2.1.3	Descriptive Statistical Analysis of Variable	63
4.2.2	Research Instrument Test	63
4.2.2.1	Validity Test	65
4.2.2.2	Reliability Test	66
4.2.3	Classical Assumption Test	68
4.2.3.1	Normality Test	68
4.2.3.2	Heteroscedasticity Test	70
4.2.3.3	Multicollinearity Test	71
4.2.4	Multiple Linear Regression Analysis	72
4.2.5	Determination Test (r^2)	73
4.2.6	Hypothesis Test	73

4.2.6.1	Partial Hypothesis Test (T-test)	74
4.2.6.2	Simultaneously Hypothesis Test (F-test)	75
4.3	Discussion	76
 CHAPTER V CONCLUSION		
5.1	Conclusion.....	78
5.2	Recommendation	79
REFERENCES		80



LIST OF FIGURES

	page
Figure 1.1 Medan Restaurant / cafés Growth Number Chart.....	22
Figure 2.1 Conceptual Framework.....	28
Figure 2.2 Framework of Thinking.....	29
Figure 4.1 Organizational Structure of Warung ONME Medan	48
Figure 4.2 Histogram Graph.....	68
Figure 4.3 Normal P-plot Graph.....	69
Figure 4.4 Scatterplot Graph	70



LIST OF TABLES

	page
Table 1.1 Medan Restaurants/cafés Growth Number from 2016-2018.....	1
Table 1.2 Customer Review Data from February -June 2021 at Warung ONME	6
Table 1.3 Customer Review Points from February -June 2021 at Warung ONME	7
Table 3.1 Lemeshow Formula in Previous Research	33
Table 3.2 Indicator of Operational Variable (X_1).....	36
Table 3.3 Indicator of Operational Variable (X_2).....	36
Table 3.4 Indicator of Operational Variable (Y)	37
Table 3.5 Likert Scale	38
Table 4.1 Respondent Characteristics Based on Gender	51
Table 4.2 Respondent Characteristics Based on the Length of Being Customer	52
Table 4.3 Question 1 (Variable X_1)	52
Table 4.4 Question 2 (Variable X_1)	53
Table 4.5 Question 3 (Variable X_1)	53
Table 4.6 Question 4 (Variable X_1)	54
Table 4.7 Question 5 (Variable X_1)	54
Table 4.8 Question 6 (Variable X_1)	54
Table 4.9 Question 7 (Variable X_1)	55
Table 4.10 Question 8 (Variable X_1)	55
Table 4.11 Question 9 (Variable X_1)	56
Table 4.12 Question 10 (Variable X_1)	56
Table 4.13 Question 1 (Variable X_2)	56

Table 4.14	Question 2 (Variable X_2)	57
Table 4.15	Question 3 (Variable X_2)	57
Table 4.16	Question 4 (Variable X_2)	58
Table 4.17	Question 5 (Variable X_2)	58
Table 4.18	Question 6 (Variable X_2)	58
Table 4.19	Question 7 (Variable X_2)	59
Table 4.20	Question 8 (Variable X_2)	59
Table 4.21	Question 9 (Variable X_2)	60
Table 4.22	Question 10 (Variable X_2)	60
Table 4.23	Question 1 (Variable Y).....	60
Table 4.24	Question 2 (Variable Y).....	61
Table 4.25	Question 3 (Variable Y).....	61
Table 4.26	Question 4 (Variable Y).....	62
Table 4.27	Question 5 (Variable Y).....	62
Table 4.28	Question 6 (Variable Y).....	63
Table 4.29	Mean, Median, and Mode of Food Quality (X_1).....	63
Table 4.30	Mean, Median, and Mode of Food Quality (X_2).....	64
Table 4.31	Mean, Median, and Mode of Food Quality (Y)	64
Table 4.32	Result of Validity Test for Food Quality (X_1)	65
Table 4.33	Result of Validity Test for Service quality (X_2).....	65
Table 4.34	Result of Validity Test for Customer Satisfaction (Y)	66
Table 4.35	Result of Reliability Test for Food Quality (X_1).....	67
Table 4.36	Result of Reliability Test for Service Quality (X_2)	67
Table 4.37	Result of Reliability Test for Customer Satisfaction (Y)	67
Table 4.38	Result of One Sample Kolmogorov Smirnov	69
Table 4.39	Result of Glejser Test	71
Table 4.40	Result of Multicollinearity Test	71

Table 4.41	Result of Multiple Regression Analysis	72
Table 4.42	Result of Determination Test (R^2).....	73
Table 4.43	Result of Partial Hypothesis Test (T-test).....	74
Table 4.44	Result of Simultaneously Hypothesis Test (F-test).....	75



LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE.....	A-1
APPENDIX B: KUISIONER	B-1
APPENDIX C: TABULATION OF FOOD QUALITY (X_1)	C-1
APPENDIX D: TABULATION OF SERVICE QUALITY (X_2).....	D-1
APPENDIX E: TABULATION OF CUSTOMER SATISFACTION (Y).....	E-1
APPENDIX F: PRE-TEST TABULATION.....	F-1
APPENDIX G: RESULT OF SPSS OUTPUT	G-1
APPENDIX H: RESEARCH APPROVAL LETTER	H-1
APPENDIX I: PHOTO SESSION DURING OBSERVATION	I-1
APPENDIX J: CUSTOMER REVIEW FORM ON WARUNG ONME MEDAN	J-1