

TABLE OF CONTENTS

	page
COVER PAGE	
TITLE PAGE	
DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT	i
APPROVAL PAGE BY FINAL PAPER ADVISOR	ii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE	iii
ABSTRACT.....	iv
ABSTRAK.....	v
PREFACE	vi
TABLE OF CONTENTS	viii
LIST OF FIGURES.....	xi
LIST OF TABLES	xii
LIST OF APPENDICES	xiii

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 Benefit of The Research	6
1.5.1 Theoretical Benefit	6
1.5.2 Practical Benefit	6

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Theoretical Background	8
2.1.1 Hospitality Management	8
2.1.2 Service Quality	9
2.1.2.1 Definition of Service Quality	9

2.1.2.2 Service Quality Model	11
2.1.2.3 Benefit and Objective of Service Quality	13
2.1.2.4 Indicator of Service Quality	14
2.1.3 Customer Satisfaction	14
2.1.3.1 Definition of Customer Satisfaction	14
2.1.3.2 Characteristics of Customer Satisfaction	15
2.1.3.3 Competency Type	17
2.1.3.4 Customer Satisfaction Indicators	17
2.1.3.5 Consumer Satisfaction Measurement Method	17
2.1.4 Relationship Between Service Quality and Customer Satisfaction ...	18
2.2 Previous Research	19
2.3 Hypothesis Development	20
2.4 Research Model	20
2.5 Framework of Thinking	22

CHAPTER III RESEARCH METHODOLOGY

3.1 Research Design	23
3.2 Population and Sample	24
3.2.1 Population	24
3.2.2 Sample	24
3.3 Data Collection Method	25
3.4 Operational Variable Definition and Variable Measurement	27
3.5 Data Analysis Method	28
3.5.1 Validity Test	29
3.5.2 Reliability Test	29
3.5.3 Descriptive Statistics	30
3.6 Classical Assumption Test	31
3.6.1 Normality Test	31
3.6.2 Linearity Test	32
3.6.3 Heteroscedasticity Test	33
3.7 Simple Regression Analysis	34

3.8	Hypothesis Test	34
3.8.1	Coefficient of Determination	34
3.8.2	t test	35

CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1	General View of Research Object	37
4.1.1	General Information of Opal Coffee	37
4.1.2	Organization Structure of Opal Coffee	38
4.2	Research Result	45
4.2.1	Test of Research Instrument	45
4.2.1.1	Validity Test	45
4.2.1.2	Reliability Analysis	46
4.2.2	Descriptive Statistics	47
4.2.2.1	Respondent Characteristics	47
4.2.2.2	Explanation of Respondents Answers	49
4.2.2.3	Mean, Median, Mode, Variance and Std Deviation	53
4.2.3	Result of Data Quality Testing	58
4.2.3.1	Classical Assumption Testing Results	58
4.2.3.2	Simple Linear Regression Analysis	62
4.2.4	Result of Hypothesis Testing	63
4.2.4.1	Coefficient of Determination	63
4.2.4.2	Hypothesis test (t test)	64
4.3	Discussion	64

CHAPTER V CONCLUSION

5.1	Conclusion	66
5.2	Recommendation	67

REFERENCES	69
-------------------	-------	----

LIST OF FIGURES

	page
Figure 2.1 Research Model	21
Figure 2.2 Framework of Thinking	22
Figure 4.1 Organizational Structure	39
Figure 4.2 Data Visualization of Service Quality	53
Figure 4.3 Data Visualization of Customer Satisfaction	54
Figure 4.4 Histogram Graph	57
Figure 4.5 Normal P-P Plot Graph	58
Figure 4.6 Scatterplot Graph	60

LIST OF TABLES

	page
Table 1.1 Complaint recorded from Opal Coffee Medan	4
Table 2.1 Previous Research	19
Table 3.1 Likert Scale	27
Table 3.2 Indicator of Operational Variable X	27
Table 3.3 Indicator of Operational Variable Y	28
Table 3.4 Validity Test Scales	29
Table 4.1 Validity Test for Service Quality	45
Table 4.2 Validity Test for Customer Satisfaction.....	46
Table 4.3 Reliability Test	46
Table 4.4 Characteristics of Respondents Based on Age	47
Table 4.5 Characteristics of Respondents Based on Gender	47
Table 4.6 Characteristics of Respondents Based on Education	48
Table 4.7 Characteristics of Respondents Based on Number of Visit	48
Table 4.8 Frequency Respondents of Variable Service Quality	49
Table 4.9 Frequency Respondents of Variable Customer Satisfaction	51
Table 4.10 Mean, Median, Mode of Service Quality	54
Table 4.11 Mean, Median, Mode of Customer Satisfaction	55
Table 4.12 One Sample Kolmogorov Smirnov	58
Table 4.13 Linearity Test	59
Table 4.14 Glaser Test	60
Table 4.15 Simple Regression Test	61
Table 4.16 Determination Test	62
Table 4.17 Test	63

LIST OF APPENDICES

Appendix A: Questionnaire.....	A-1
Appendix B: Data Tabulation SPSS Output	B-1
Appendix C: Data Tabulation SPSS Output.....	C-1
Appendix D: Spss Output	D-1
Appendix E: R Table	E-1
Appendix F: Distribution Z Table	F-1
Appendix G: Company Letter	G-1
Appendix H: Documentation	H-1

