

## TABLE OF CONTENTS

<b>COVER PAGE</b> .....	<b>i</b>
<b>TITLE PAGE</b> .....	<b>ii</b>
<b>DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT</b> .....	<b>iii</b>
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR</b> .....	<b>v</b>
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE</b> .....	<b>v</b>
<b>ABSTRACT</b> .....	<b>vi</b>
<b>ABSTRAK</b> .....	<b>vii</b>
<b>PREFACE</b> .....	<b>viii</b>
<b>TABLE OF CONTENTS</b> .....	<b>x</b>
<b>LIST OF FIGURES</b> .....	<b>xiii</b>
<b>LIST OF TABLES</b> .....	<b>xiv</b>
<b>LIST OF APPENDICES</b> .....	<b>xivi</b>
 <b>CHAPTER I INTRODUCTION</b>	
1.1 Background of the Study.....	1
1.2 Problem Limitation .....	8
1.3 Problem Formulation .....	9
1.4 Objective of the Research .....	9
1.5 Benefit of the Research .....	10
1.5.1 Theoretical Benefit .....	10
1.5.2 Practical Benefit .....	10

**CHAPTER II        LITERATURE    REVIEW    AND    HYPOTHESIS  
DEVELOPMENT**

2.1 Theoretical Background .....12

    2.1.1 Family Business..... 12

    2.1.2 Entrepreneurship..... 13

    2.1.3 Marketing Mix..... 13

    2.1.4 Food and Beverages Business ..... 16

    2.1.5 Food Quality ..... 17

    2.1.6 Service Quality ..... 23

    2.1.7 Customers Satisfaction ..... 28

2.2 Previous Research .....33

2.3 Hypothesis Development .....33

2.4 Research Model.....35

2.5 Framework of Thinking .....36

**CHAPTER III        RESEARCH METHODOLOGY**

3.1 Research Design.....37

3.2 Population and Sample.....39

    3.2.1 Population..... 39

    3.2.2 Sample ..... 39

3.3 Data Collection Method .....41

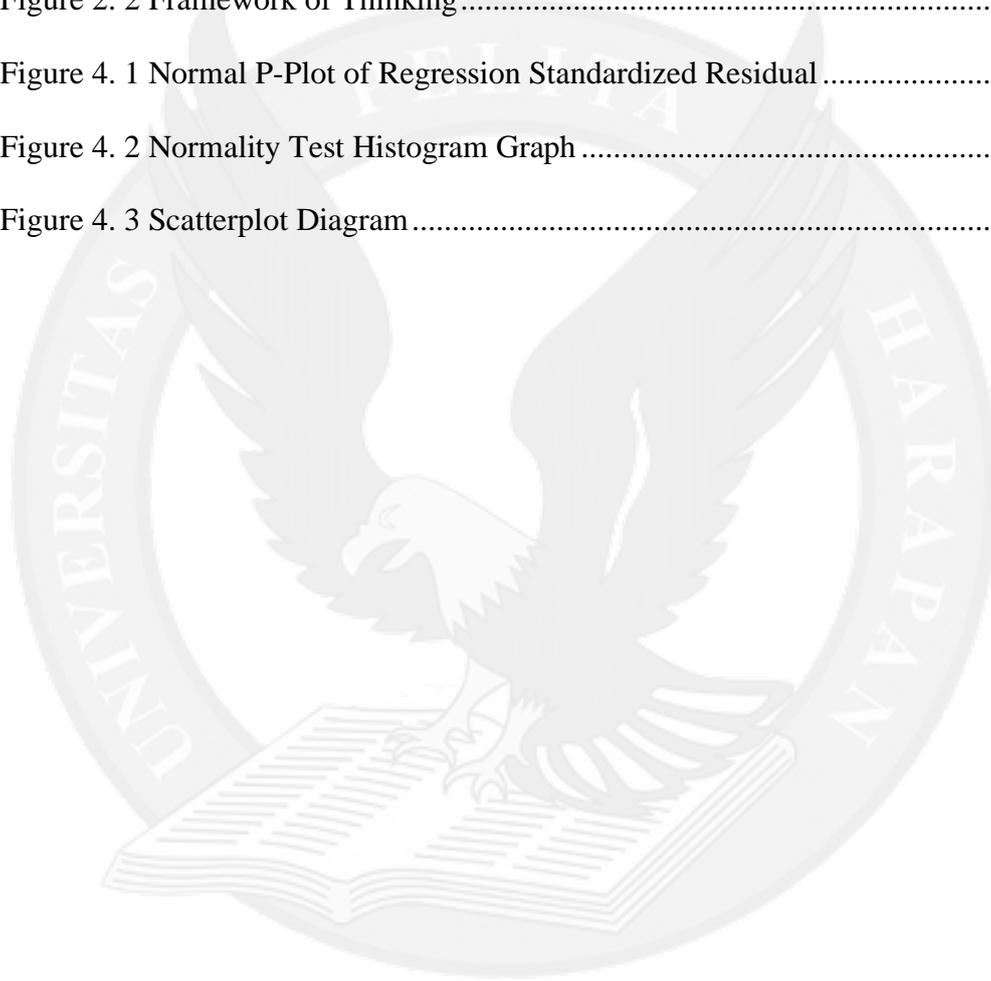
3.4 Operational Variable Definition and Variable Measurement .....43

    3.4.1 Operational Variable ..... 43

3.4.2	Variable Measurement.....	44
3.5	Data Analysis Method.....	45
3.5.1	Validity Test.....	46
3.5.2	Realibility Test.....	46
3.5.3	Descriptive Statistic.....	46
3.5.4	Classical Assumption Test.....	48
3.5.5	Multiple Linear Regression Analysis Test.....	51
3.6	Hypothesis Test.....	52
<b>CHAPTER IV           RESEARCH RESULT AND DISCUSSION</b>		
4.1	General View of "Smart Folks Coffee Cambridge Medan".....	54
4.2	Research Result.....	57
4.2.1	Test of Research Instrument.....	57
4.2.2	Descriptive Statistic.....	60
4.2.3	Result of Data Quality Testing.....	92
4.2.4	Multiple Linear Regression Analysis Result.....	96
4.2.5	Result of Hypothesis Testing.....	98
4.3	Discussion.....	102
<b>CHAPTER V           DISCUSSION</b>		
5.1	Conclusion.....	108
5.2	Recommendation.....	108
<b>REFERENCES.....</b>		<b>110</b>

## LIST OF FIGURES

Figure 1. 1 Food and Beverages growth in Indonesia.....	1
Figure 2. 1 Research Model .....	35
Figure 2. 2 Framework of Thinking.....	36
Figure 4. 1 Normal P-Plot of Regression Standardized Residual.....	93
Figure 4. 2 Normality Test Histogram Graph .....	94
Figure 4. 3 Scatterplot Diagram.....	96



## LIST OF TABLES

Table 2. 1 Previous Research .....	33
Table 3. 1 Operational Definition .....	44
Table 3. 2 Variable Measurement .....	45
Table 4. 1 Food Quality Validity Test .....	58
Table 4. 2 Service Quality Validity Test.....	58
Table 4. 3 Customer Satisfaction Validity Test .....	59
Table 4. 4 Reliability Test Result.....	60
Table 4. 5 Characteristic of Respondents by Gender .....	61
Table 4. 6 Characteristic of Respondents by Age .....	62
Table 4. 7 Respondents answer about variable $X_1$ based on question number 1 ..	63
Table 4. 8 Respondents answer about variable $X_1$ based on question number 2 ..	64
Table 4. 9 Respondents answer about variable $X_1$ based on question number 3 ..	65
Table 4. 10 Respondents answer about variable $X_1$ based on question number 4	66
Table 4. 11 Respondents answer about variable $X_1$ based on question number 5	67
Table 4. 12 Respondents answer about variable $X_1$ based on question number 6	68
Table 4. 13 Respondents answer about variable $X_1$ based on question number 7	69
Table 4. 14 Respondents answer about variable $X_1$ based on question number 8	70
Table 4. 15 Respondents answer about variable $X_2$ based on question number 1	71
Table 4. 16 Respondents answer about variable $X_2$ based on question number 2	72
Table 4. 17 Respondents answer about variable $X_2$ based on question number 3	73
Table 4. 18 Respondents answer about variable $X_2$ based on question number 4	74
Table 4. 19 Respondents answer about variable $X_2$ based on question number 5	75

Table 4. 20 Respondents answer about variable $X_2$ based on question number 6	76
Table 4. 21 Respondents answer about variable $X_2$ based on question number 7	77
Table 4. 22 Respondents answer about variable $X_2$ based on question number 8	78
Table 4. 23 Respondents answer about variable $X_2$ based on question number 9	79
Table 4. 24 Respondents answer about variable $X_2$ based on question number 10	80
Table 4. 25 Respondents answer about variable Y based on question number 1	81
Table 4. 26 Respondents answer about variable Y based on question number 2	82
Table 4. 27 Respondents answer about variable Y based on question number 3	83
Table 4. 28 Respondents answer about variable Y based on question number 4	84
Table 4. 29 Respondents answer about variable Y based on question number 5	85
Table 4. 30 Respondents answer about variable Y based on question number 6	86
Table 4. 31 Interval Class for Food Quality ( $X_1$ )	89
Table 4. 32 Interval Class for Service Quality ( $X_2$ )	89
Table 4. 33 Interval Class for Customers Satisfaction (Y)	90
Table 4. 34 Mean, Median, Mode	90
Table 4. 35 Results of Normality Test	92
Table 4. 36 Results of Multicollinearity Test	94
Table 4. 37 Results of Heteroscedasticity Test	95
Table 4. 38 Multiple Regression Analysis Test	97
Table 4. 39 Coefficient of Determination (Adjusted $R^2$ )	99
Table 4. 40 F-Test Results (Simultaneous)	100
Table 4. 41 T-test Result (Partial)	100

## **LIST OF APPENDICES**

APPENDIX A: Questionnaire

APPENDIX B: Pre-Test Questionnaire Tabulation

APPENDIX C: Validity Test and Reliability Test (Pre-Test)

APPENDIX D: Validity Test and Reliability Test (Actual-Test)

APPENDIX E: Descriptive Statistic

APPENDIX F: Classical Assumption Analysis

APPENDIX G: Hypothesis Test

