

## TABLE OF CONTENTS

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

### **CHAPTER I INTRODUCTION**

1.1 Background of the Study .....	1
1.2 Problem Limitation.....	9
1.3 Problem Formulation.....	9
1.4 Objective of The Research.....	10
1.5 Benefit of The Research .....	10
1.5.1 Theoretical Benefit .....	10
1.5.2 Practical Benefit.....	11

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

2.1 Theoretical Background.....	12
2.1.1 Marketing.....	12
2.1.1.1 Definition of Marketing .....	12

2.1.2	Service Quality .....	13
2.1.2.1	Definition of Service Quality .....	13
2.1.2.2	Characteristics of Service Quality .....	14
2.1.2.3	Measurement or indicators of Service Quality .....	17
2.1.2.4	Importance of Service Quality .....	19
2.1.3	Food Quality .....	19
2.1.3.1	Definition of Food Quality .....	19
2.1.3.2	Indicator of Service Quality.....	20
2.1.3.3	Ways to Maintain Quality of Food .....	21
2.1.3.4	Importance of Food Quality.....	23
2.1.4	Customers Experience .....	23
2.1.4.1	Definition of Customers Experience .....	23
2.1.4.2	Indicator of Customers Experience.....	24
2.1.4.3	Advantages of Customers Experience .....	26
2.1.5	Customers Satisfaction .....	27
2.1.5.1	Definition of Customers Satisfaction .....	27
2.1.5.2	Elements of Customers Satisfaction .....	28
2.1.5.3	Measurement or indicators of Customers Satisfaction .....	29
2.1.5.4	Advantages of Customers Satisfaction.....	30
2.1.6	Relationship of Service Quality and Customers Satisfaction .....	31
2.1.7	Relationship of Food Quality and Customers Satisfaction.....	31
2.1.8	Relationship of Customers Experience and Customers Satisfaction	32
2.1.9	Relationship of Service Quality, Food Quality, Customer Experience, and Customers Satisfaction.....	32
2.2	Previous Research.....	33
2.3	Hypothesis Development.....	35
2.4	Research Model .....	36
2.5	Framework of Thinking.....	37
<b>CHAPTER III</b>	<b>RESEARCH METHODOLOGY</b>	
3.1	Research Design .....	38

3.2	Population and Sample .....	38
3.2.1	Population .....	38
3.2.2	Sample .....	39
3.3	Data Collection Method.....	40
3.4	Operational Definition and Variable Measurement.....	42
3.4.1	Operational Definition .....	42
3.4.2	Variable Measurement.....	44
3.5	Data Analysis Method .....	44
3.5.1	Descriptive Statistics.....	45
3.5.1.1	Mean .....	45
3.5.1.2	Median .....	45
3.5.1.3	Mode .....	46
3.5.1.4	Standard Deviation .....	46
3.5.1.5	Variance .....	46
3.5.2	Research Instrument Test.....	47
3.5.2.1	Validity Test.....	47
3.5.2.2	Reliability Test .....	48
3.5.3	Classical Assumption Test .....	49
3.5.3.1	Normality Test .....	49
3.5.3.1	Test of Heteroscedasticity .....	50
3.5.3.3	Multicollinearity Testing .....	50
3.5.4	Multiple Regression Analysis.....	51
3.5.5	Coefficient of Determination Test (R Square/R <sup>2</sup> ).....	51
3.5.6	Hypothesis Testing .....	52
3.5.6.1	t-test/ partial significance test.....	52
3.5.6.2	F test/ simultaneous significance test .....	53

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

4.1	General View of Koki Sunda Medan.....	54
4.2	Research Result .....	55
4.2.1	Descriptive Statistics.....	55

4.2.1.1	The Characteristics of participants .....	55
4.2.1.2	Gender Category of Participants .....	56
4.2.1.3	Age Group of Participants .....	56
4.2.1.4	Status/Occupation of Participants .....	57
4.2.2	Responses from Participants in each Variables .....	58
4.2.2.1	Distribution Frequency in Service Quality .....	59
4.2.2.2	Distribution Frequency in Food Quality .....	68
4.2.2.3	Distribution Frequency in Customers Experience .....	76
4.2.2.4	Distribution Frequency in Customers Satisfaction .....	84
4.2.3	Testing of Research Instrument .....	92
4.2.3.1	Test of Validity .....	92
4.2.3.2	Test of Reliability Gender Category of Participants .....	96
4.2.4	Classical Assumption Test.....	97
4.2.4.1	Normality Test Result .....	97
4.2.4.2	Heteroscedasticity Test Result .....	100
4.2.4.3	Multicollinearity Test Result .....	103
4.2.5	Multiple Linear Regression .....	104
4.2.6	Coefficient of Determination .....	106
4.2.7	Hypothesis Test.....	106
4.2.7.1	t-test .....	106
4.2.7.2	F-test .....	108
4.3	Discussion.....	108
4.3.1	Effect of Service Quality Towards Customers Satisfaction at Koki Sunda Hasanuddin Medan .....	109
4.3.2	Effect of Food Quality Towards Customers Satisfaction at Koki Sunda Hasanuddin Medan .....	111
4.3.3	Effect of Customers Experience Towards Customers Satisfaction at Koki Sunda Hasanuddin Medan .....	113
4.3.4	Effect of Service Quality, Food Quality, and Customers Experience Toward Customers Satisfaction at Koki Sunda Hasanuddin Medan .....	115

## **CHAPTER V CONCLUSION**

5.1 Conclusion .....	123
5.2 Recommendation .....	123
<b>REFERENCES.....</b>	<b>130</b>



## LIST OF FIGURES

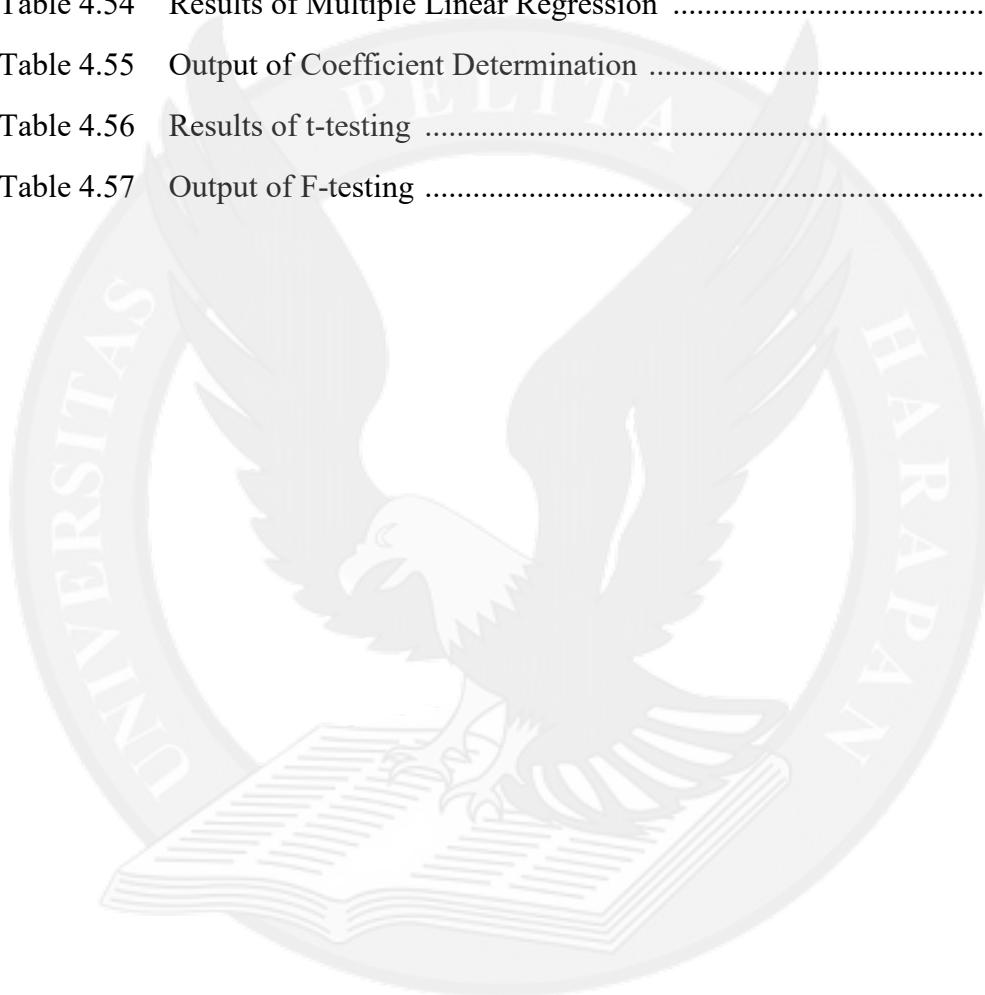
	page
Figure 1.1 The Growth of Household Consumption 2021 .....	2
Figure 1.2 Total Number of Food Establishment in Indonesia 2020 .....	3
Figure 2.1 Research Model .....	36
Figure 2.2 Framework of Thinking .....	37
Figure 4.1 Histogram for Testing Normality .....	99
Figure 4.2 Chart of Normal Probability P-Plot .....	100
Figure 4.3 Scatterplot Research Graph .....	102
Figure 4.4 Scatterplot with Dependent LNU2I .....	103

## LIST OF TABLES

	page
Table 3.2      Operational Definition .....	42
Table 3.3      Likert Scale .....	44
Table 3.4      Categorization for Validity Description .....	48
Table 3.5      Categorization for Reliability Description .....	49
Table 4.1      Gender Category .....	56
Table 4.2      Age Group .....	57
Table 4.3      Status/Occupation .....	57
Table 4.4      Frequency of Service Quality 1 .....	59
Table 4.5      Frequency of Service Quality 2 .....	60
Table 4.6      Frequency of Service Quality 3 .....	61
Table 4.7      Frequency of Service Quality 4 .....	62
Table 4.8      Frequency of Service Quality 5 .....	63
Table 4.9      Frequency of Service Quality 6 .....	63
Table 4.10      Frequency of Service Quality 7 .....	64
Table 4.11      Frequency of Service Quality 8 .....	65
Table 4.12      Frequency of Service Quality 9 .....	66
Table 4.13      Frequency of Service Quality 10 .....	67
Table 4.14      Frequency of Food Quality 1 .....	68
Table 4.15      Frequency of Food Quality 2 .....	69
Table 4.16      Frequency of Food Quality 3 .....	70
Table 4.17      Frequency of Food Quality 4 .....	70
Table 4.18      Frequency of Food Quality 5 .....	71
Table 4.19      Frequency of Food Quality 6 .....	72
Table 4.20      Frequency of Food Quality 7 .....	72
Table 4.21      Frequency of Food Quality 8 .....	73

Table 4.22	Frequency of Food Quality 9 .....	74
Table 4.23	Frequency of Food Quality 10 .....	75
Table 4.24	Frequency of Customers Experience 1 .....	76
Table 4.25	Frequency of Customers Experience 2 .....	76
Table 4.26	Frequency of Customers Experience 3 .....	77
Table 4.27	Frequency of Customers Experience 4 .....	78
Table 4.28	Frequency of Customers Experience 5 .....	79
Table 4.29	Frequency of Customers Experience 6 .....	80
Table 4.30	Frequency of Customers Experience 7 .....	81
Table 4.31	Frequency of Customers Experience 8 .....	82
Table 4.32	Frequency of Customers Experience 9 .....	83
Table 4.33	Frequency of Customers Experience 10 .....	84
Table 4.34	Frequency of Customers Satisfaction 1 .....	84
Table 4.35	Frequency of Customers Satisfaction 2 .....	85
Table 4.36	Frequency of Customers Satisfaction 3 .....	86
Table 4.37	Frequency of Customers Satisfaction 4 .....	87
Table 4.38	Frequency of Customers Satisfaction 5 .....	87
Table 4.39	Frequency of Customers Satisfaction 6 .....	88
Table 4.40	Independent Variables Interval Ranges .....	89
Table 4.41	Mean, Median, Mode, SD, Variance of Service Quality .....	89
Table 4.42	Mean, Median, Mode, SD, Variance of Food Quality.....	90
Table 4.43	Mean, Median, Mode, SD, Variance of Customers Experience .....	91
Table 4.44	Mean, Median, Mode, SD, Variance of Customers Satisfaction .....	92
Table 4.45	Validity Testing Result of Service Quality ( $X_1$ ).....	94
Table 4.46	Validity Testing Result of Food Quality ( $X_2$ ) .....	94
Table 4.47	Validity Testing Result of Customers Experience ( $X_3$ ) .....	95
Table 4.48	Validity Testing Result of Customers Satisfaction (Y) .....	96

Table 4.49	Result of Reliability Testing .....	97
Table 4.50	Normality Testing with K-S Method Result .....	98
Table 4.51	Results of Testing Heteroscedasticity Glesjer .....	101
Table 4.52	Heteroscedasticity Result with LNU2I .....	101
Table 4.53	Result of Testing Multicollinearity .....	103
Table 4.54	Results of Multiple Linear Regression .....	104
Table 4.55	Output of Coefficient Determination .....	106
Table 4.56	Results of t-testing .....	107
Table 4.57	Output of F-testing .....	108



## LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE .....	A-1
APPENDIX B: TABULATION OF PRE-TEST DATA .....	B-1
APPENDIX C: VALIDITY AND RELIABILITY OUTPUTS .....	C-1
APPENDIX D: TABULATION OF SAMPLE DATA .....	D-1
APPENDIX E: DESCRIPTIVE STATISTICS AND FREQUENCY .....	E-1
APPENDIX F: OUTPUT OF SPSS 26TH VERSION .....	F-1
APPENDIX G: GOOGLE REVIEWS OF KOKI SUNDA MEDAN.....	G-1
APPENDIX H: TTABLE AND FTABLE (DF=96 AND K-1=3) .....	H-1
APPENDIX I: EXAMPLES OF KOKI SUNDA MENU .....	I-1
APPENDIX J: SEVERAL PROOFS OF SURVEYS SENT .....	J-1