

TABLE OF CONTENT

	page
COVER PAGE	
TITLE PAGE	
DECLARATION OF AUTHENTICITY OF FINAL PAPER	
AND UPLOAD AGREEMENT.....	ii
APPROVAL PAGE BY FINAL ADVISOR	iv
APPROVAL PAGE BY FINAL PAPER DEFENSE	
COMMITTEE.....	v
ABSTRACT	vi
ABSTRAK.....	vii
PREFACE	viii
TABLE OF CONTENT	x
LIST OF FIGURES	xiv
LIST OF TABLES	xv
LIST OF APPENDICES.....	xvii
CHAPTER 1 INTRODUCTION	1
1.1 Background of Study	1
1.2 Problem Limitation	8
1.3 Problem Formulation	9
1.4 Objective of Research	9
1.5 Benefit of Research.....	10
1.5.1 Theoretical Benefit	10

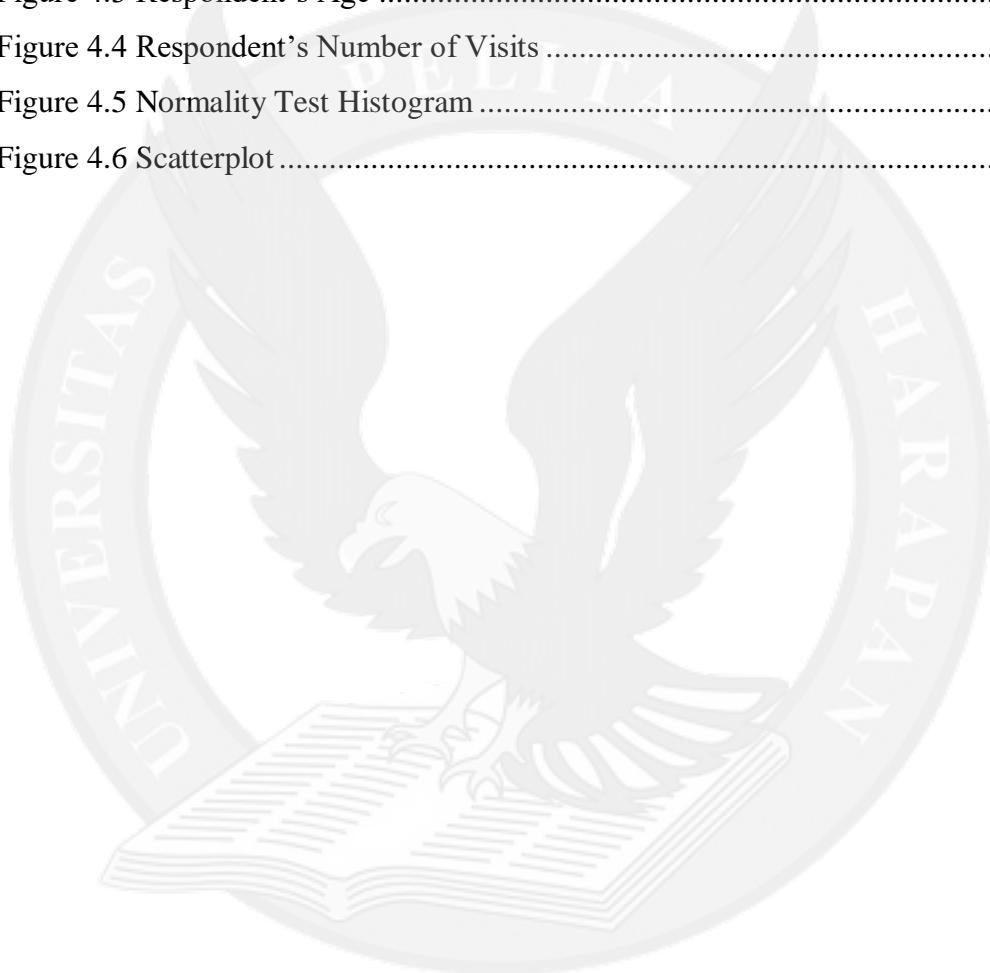
1.5.2 Practical Benefit	10
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	12
2.1 Theoretical Background	12
2.1.1 Hospitality Industry.....	12
2.1.2 Restaurant	13
2.1.2.1 Types of Restaurants	14
2.1.3 Food Quality.....	18
2.1.3.1 Food Quality Definition	18
2.1.3.2 Food Quality Indicatos	19
2.1.4 Price Perception.....	21
2.1.4.1 Price Perception Definition	21
2.1.4.2 Price Perception Indicators.....	22
2.1.5 Customer Repurchase Intention	23
2.1.5.1 Repurchase Intention Definition	23
2.1.5.2 Repurchase Intention Indicators	24
2.1.6 The effect of Food Quality and Price Perception towards Customer Repurchase Intention	25
2.2 Previous Research.....	26
2.3 Hypothesis Development	28
2.4 Research Model	30
2.5 Framework of Thinking	31
CHAPTER III RESEARCH METHODOLOGY	32
3.1 Research Design	32
3.2 Population and Sample	33
3.3 Data Collection Method	35
3.3.1 Primary Data	35
3.3.2 Secondary Data	36
3.4 Operational Variable Definition and Variable Measurement	37

3.5	Data Analysis Method.....	39
3.5.1	Descriptive Analysis Method	39
3.5.2	Research Instrument Test	42
3.5.2.1	Validity Test	42
3.5.2.2	Reliability Test.....	43
3.5.3	Classical Assumption Test	43
3.5.3.1	Normality Test	43
3.5.3.2	Heteroscedasticity Test.....	44
3.5.3.3	Multicollinearity Test	44
3.5.4	Multiple Linear Regression Test	45
3.5.5	Determination Test	46
3.5.6	Hypothesis Test	47
	CHAPTER IV DATA ANALYSIS AND DISCUSSION	50
4.1	General View of Research Object	50
4.1.1	History of Sop Ikan Istimewa Khas Batam	50
4.1.2	Company Vision and Mission	51
4.1.2.1	Vision	51
4.1.2.2	Mission	51
4.1.3	Company Target Market	51
4.1.4	Restaurant Menu.....	51
4.1.5	Organizational Structure.....	54
4.2	Research Results.....	56
4.2.1	Test of Research Instrument	56
4.2.1.1	Validity Test	56
4.2.1.2	Reliability Test.....	58
4.2.2	Descriptive Statistics.....	59
4.2.2.1	Respondent Characteristics.....	59
4.2.2.2	Explanation of Respondents on Research Variables	61
4.2.2.3	Descriptive Statistics of Research variables	75
4.2.3	Research of Data Quality Testing.....	81
4.2.3.1	Classical Assumption Testing Results	81

4.2.3.2 Multiple Linear Regression Test.....	84
4.2.4 Result of Hypothesis Testing	86
4.2.4.1 Determination Test.....	86
4.2.4.2 T-Test (Partial Test)	87
4.2.4.3 F-Test (Simultaneous Test)	88
4.3 Discussion	88
CHAPTER V CONCLUSION AND RECOMMENDATION	94
5.1 Conclusion.....	94
5.2 Recommendation	96
REFERENCES	100

LIST OF FIGURES

Figure 2.1 Research Model.....	30
Figure 2.2 Framework of Thinking	31
Figure 4.1. Organizational Structure of Sop Ikan Istimewa Khas Batas.....	54
Figure 4.2 Respondent's Gender.....	59
Figure 4.3 Respondent's Age	60
Figure 4.4 Respondent's Number of Visits	61
Figure 4.5 Normality Test Histogram	82
Figure 4.6 Scatterplot	83



LIST OF TABLES

Table 1.1 Customer Review and Ratings towards Sop Ikan Istimewa Khas Batam.....	6
Table 1.2 Sales Data of Sop Ikan Istimewa Khas Batam Restaurant from January – June	8
Table 2.1 Previous Research.....	26
Table 3.1 Operational Variable Definition, Indicator and Measurement Scale	37
Table 3.2 Likert Scale Instrument	38
Table 4.1 Validity Test for Food Quality, Price Perception and Customer Repurchase Intention	57
Table 4.2 Reliability Test for Food Quality Variable	58
Table 4.3 Reliability Test for Price Perception Variable	58
Table 4.4 Reliability Test for Customer Repurchase Intention	58
Table 4.5 The Respondents' Identity Based on Gender	59
Table 4.6 The Respondents' Identity Based on Age	60
Table 4.7 The Respondents' Identity Based on Number of Visits.....	61
Table 4.8 Variable X 1 – Q1.....	62
Table 4.9 Variable X1 – Q2.....	62
Table 4.10 Variable X1- Q3	63
Table 4.11 Variable X1 – Q4.....	63
Table 4.12 Variable X1 – Q5.....	64
Table 4.13 Variable X1 – Q6.....	64
Table 4.14 Variable X1 – Q7.....	65
Table 4.15 Variable X1 – Q8.....	65
Table 4.16 Variable X1 – Q9.....	66
Table 4.17 Variable X1 – Q10.....	66
Table 4.18 Variable X1 – Q11.....	67
Table 4.19 Variable X1 – Q12.....	67
Table 4.20 Variable X2 – Q1.....	68
Table 4.21 Variable X2 – Q2.....	68
Table 4.22 Variable X2 – Q3.....	69

Table 4.23 Variable X2 – Q4.....	69
Table 4.24 Variable X2 – Q5.....	70
Table 4.25 Variable X2 – Q6.....	70
Table 4.26 Variable X2 – Q7.....	71
Table 4.27 Variable X2 – Q8.....	71
Table 4.28 Variable Y – Q1.....	72
Table 4.29 Variable Y – Q2.....	72
Table 4.30 Variable Y – Q3.....	73
Table 4.31 Variable Y – Q4.....	73
Table 4.32 Variable Y – Q5.....	74
Table 4.33 Variable Y – Q6.....	74
Table 4.34 Variable Y – Q7.....	75
Table 4.35 Variable Y – Q8.....	75
Table 4.36 Mean, Median, Mode, Std. Deviation, and Variance for Food Quality.....	76
Table 4.37 Mean, Median, Mode, Std. Deviation, and Variance for Price Perception.....	77
Table 4.38 Mean, Median, Mode, Std. Deviation, and Variance for Customer Repurchase Intention.....	77
Table 4.39 The Interval Class for Food Quality	78
Table 4.40 The Interval Class for Price Perception and Customer Repurchase Intention	79
Table 4.41 Mean, Median, Mode, Std. Deviation, and Variance	80
Table 4.42 One – Sample Kolmogorov – Smirnov Test	82
Table 4.43 Heteroscedasticity Test	83
Table 4.44 Multicollinearity Test.....	84
Table 4.45 Multiple Linear Regression Test	85
Table 4.46 Determination Test Value	86
Table 4.47 T-Test Hypothesis Testing	87
Table 4.48 F-Test Hypothesis Testing	88

LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE	A-1
APPENDIX B: TABULATION DATA (PRE-TEST)	B-1
APPENDIX C: QUESTIONNAIRE TABULATION DATA (MAIN TEST)	C-1
APPENDIX D: SPSS OUTPUT	D-1
APPENDIX E: R-TABLE	E-1
APPENDIX F: T-TABLE	F-1
APPENDIX G: F-TABLE	G-1
APPENDIX H: GOOGLE REVIEW	H-1
APPENDIX I: APPEALING DESIGN OF RESTAURANT	I-1
APPENDIX J: COMPANY CONFIRMATION LETTER	J-1