

TABLE OF CONTENTS

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
<i>ABSTRAK</i>	vii
PREFACE	viii
TABLE OF CONTENTS.....	ix
LIST OF FIGURES	xiv
LIST OF TABLES	xv
LIST OF APPENDICES.....	xvi

CHAPTER I INTRODUCTION

1.1.	Background of the Study.....	1
1.2.	Problem Limitation	11
1.3.	Problem Formulation	12
1.4.	Research Objective.....	12
1.5.	Benefit of the Research	12
1.5.1.	Theoretical Benefit.....	12
1.5.2.	Practical Benefit.....	13

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Theoretical Background.....14

2.1.1	Marketing	14
2.1.2	Facility Theory	15
2.1.2.1.	Definition of Facility	15
2.1.2.2.	Dimension of Facility	16
2.1.2.3.	Features of Facility	16
2.1.2.4.	Indicators of Facility.....	17
2.1.3	Service Quality Theory	18
2.1.3.1.	Definition of Service Quality	18
2.1.3.2.	Features Affecting of Service Quality	19
2.1.3.3.	Indicator of Service Quality	21
2.1.4	Purchase Decision Theory.....	22
2.1.4.1.	Definition of Purchase Decision.....	22
2.1.4.2.	Considerations of Purchase Decision	22
2.1.4.3.	Stages of Purchase Decision.....	24
2.1.4.4.	Structure of Purchase Decision.....	26
2.1.4.5.	Indicator of Purchase Decision.....	28
2.1.5.	Relationship Between Facility Toward Purchase Decision	29
2.1.6.	Relationship Between Service Quality Toward Purchase Desicion.....	30
2.1.7.	Relationship Between Facility and Service Quality Toward Purchase Decision	30
2.2	Previous Research	31
2.3	Hypothesis Development	33
2.4	Research Model.....	33
2.5	Framework of Thinking	34

CHAPTER III RESEARCH METHODOLOGY

3.1.	Research Design.....	35
3.2.	Population and Sample.....	35

3.2.1.	Population	35
3.2.2.	Sample.....	36
3.3.	Data Collection Method	38
3.4.	Operational Variable Definition and Variable Measurement	39
3.5.	Data Analysis Method.....	42
	3.5.1. Research Instrument Test.....	42
	3.5.1.1. Validity Test.....	43
	3.5.1.2. Reliability Test.....	43
	3.5.1.3. Descriptive Statistics.....	44
3.6.	Classical Assumption Tests.....	45
	3.6.1. Normality Test	45
	3.6.2. Heteroscedasticity Test	46
	3.6.3. Multicollinearity Test.....	47
3.7.	Multiple Linear Regression Analysis.....	47
3.8.	Coefficient of Determination	48
3.9.	Hypothesis Testing.....	49
	3.9.1. T-Test	49
	3.9.2. F-Test	50

CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1.	General View of Research Object.....	51
	4.1.1. Research Object View.....	51
4.2.	Research Result	51
	4.2.1. Result of Data Quality Testing.....	51
	4.2.1.1. Validity Test.....	51
	4.2.1.2. Reliability Test	53

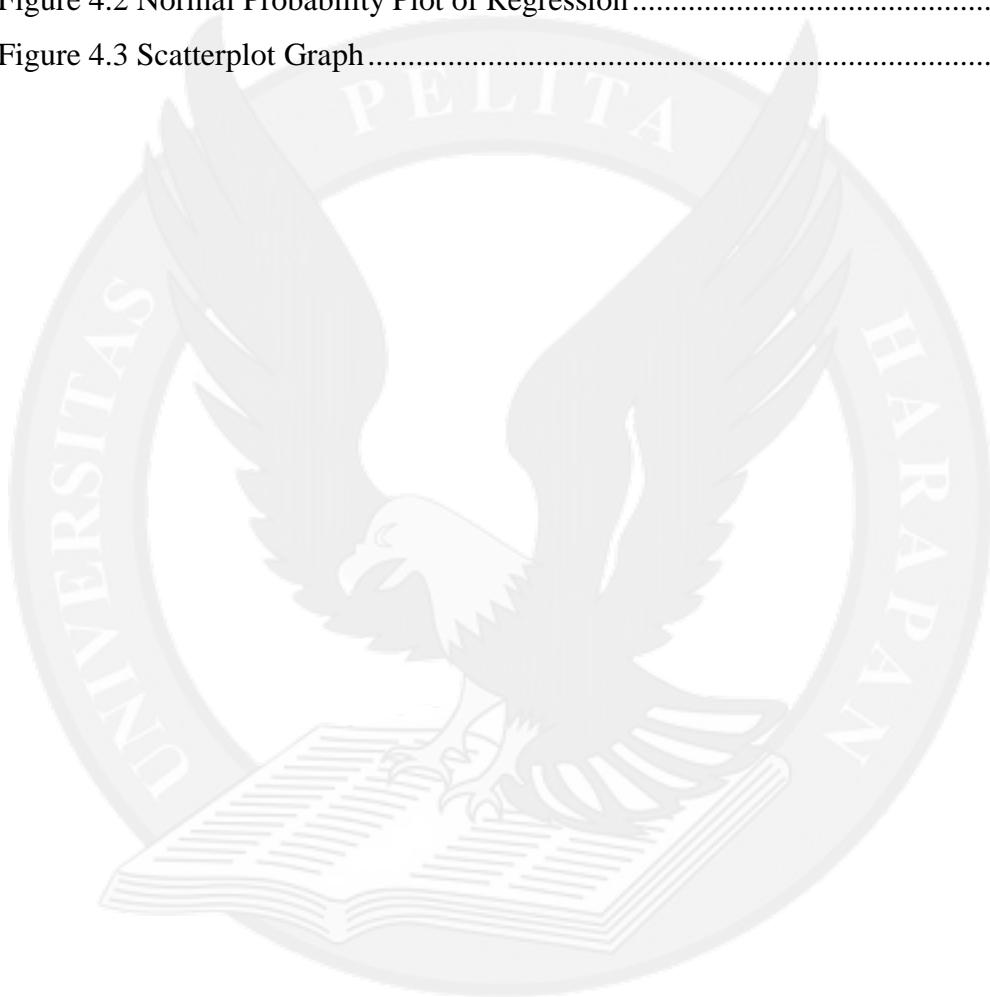
4.2.2.	Descriptive Statistic	54
4.2.2.3.	Classical Assumption Test (Normality Test)	58
4.2.2.4.	Multicollinearity Test.....	60
4.2.2.5.	Heteroscedasticity Test	61
4.2.3.	Result of Hypothesis Testing	62
4.2.3.1.	Multiple Linear Regression Analysis.....	62
4.2.3.2.	Hypothesis Test (Partial).....	63
4.2.3.3.	Hypothesis Test (Simultaneously)	63
4.2.3.4.	Coefficient of Determination	64
4.3.	Discussion	64

CHAPTER V CONCLUSION AND RECOMMENDATION

5.1.	Conclusion.....	66
5.2.	Recommendation.....	67

LIST OF FIGURES

Figure 1.1 Comparison of Konnichiwa Branches.....	10
Figure 2.1 Theoretical Framework.....	33
Figure 2.2 Framework of Thinking	34
Figure 4.1 Histogram Graph	59
Figure 4.2 Normal Probability Plot of Regression	59
Figure 4.3 Scatterplot Graph.....	61



LIST OF TABLES

Table 1.1	Data of Total Sales and Number of Customers in 2021	6
Table 1.2	Complaints From Customers	7
Table 1.3	List of Competitors	8
Table 3.1	Operational Variables (X_1).....	38
Table 3.2	Operational Variables (X_2).....	39
Table 3.3	Operational Variables (Y).....	40
Table 4.1	Result of Facility Variable Validity Testing	50
Table 4.2	Result of Service Quality Variable Validity Testing	51
Table 4.3	Result of Purchase Decision Variable Validity Testing.....	52
Table 4.4	Result of Facility Variable Reliability Testing	52
Table 4.5	Result of Service Quality Variable Reliability Testing.....	53
Table 4.6	Result of Purchase Decision Variable Reliability Testing.....	53
Table 4.7	Respondent Identify Based on Gender.....	53
Table 4.8	Respondent Identify Based on Age.....	54
Table 4.9	Respondent Identify Based on Education	54
Table 4.10	Mean, Median and Mode	55
Table 4.11	One-Sample Kolmogorov-Smirnov Test	57
Table 4.12	Multicollinearity Test.....	58
Table 4.13	Multiple Linear Regression Analysis.....	59
Table 4.14	Partial Hypothesis Testing	60
Table 4.15	Simultaneously Hypothesis Testing.....	61
Table 4.16	Coefficient of Determination	61

LIST OF APPENDICES

APPENDIX A: RESEARCH QUESTIONNAIRE	A-1
APPENDIX B: PRE-TEST DATA TABULATION	B-1
APPENDIX C: VALIDITY AND RELIABILITY TEST RESULT.....	C-1
APPENDIX D: MAIN TEST DATA TABULATION.....	D-1
APPENDIX E: MAIN TEST OUTPUT	E-1