

TABLE OF CONTENT

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
ABSTRAK	vii
PREFACE.....	viii
TABLE OF CONTENTS.....	x
LIST OF FIGURES	xiii
LIST OF TABLES	xiv
LIST OF APPENDICES.....	xv

CHAPTER I INTRODUCTION

1.1 Background of The Study	1
1.2 Problem Limitation.....	8
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.....	10

CHAPTER II THEORITICAL BACKGROUND

2.1 Theoretical Background.....	12
2.1.1 Hospitality Management	12
2.1.2 Hospitality Industry.....	13
2.1.3 Service Quality Theory	14

2.1.1.1	Definition of Service Quality.....	14
2.1.1.2	Service Quality Benefits	15
2.1.1.3	Indicators of Service Quality	16
2.1.2	Promotion Theory	18
2.1.2.1	Definition of Promotion.....	18
2.1.2.2	Important Things of Promotion	18
2.1.2.3	Benefits of Promotion.....	19
2.1.2.4	Strategy of Promotion.....	20
2.1.2.5	Indicator of Promotion.....	22
2.1.3	Customer Satisfaction Theory.....	23
2.1.3.1	Customer Satisfaction Definition	23
2.1.3.2	Benefits of Increasing Customer Satisfaction.....	24
2.1.3.3	Measurement Method of Customer Satisfaction	24
2.1.3.4	Indicators of Customer Satisfaction.....	25
2.1.4	Effect of Service Quality on Customer Satisfaction	26
2.1.5	Effect of Promotion on Customer Satisfaction	27
2.1.6	Effect of Service Quality and Promotion on Satisfaction	28
2.2	Previous Research.....	28
2.3	Hypothesis	30
2.4	Research Model	30
2.5	Framework of Thinking.....	32

CHAPTER III RESEARCH METHODOLOGY

3.1	Research Design	33
3.2	Population and Sample	34
3.2.1	Population	34
3.2.2	Sample.....	35
3.3	Data Collection Method.....	35
3.4	Definition of Operational Variable	37
3.4.1	Operational Definition	37
3.4.2	Variable Measurement	39

3.5	Data Analysis Method	31
3.5.1	Research Instrument Test.....	39
3.5.1.1	Validity Test	40
3.5.1.2	Reliability Test.....	41
3.5.2	Descriptive Statistics.....	42
3.5.3	Classic Assumption Test.....	43
3.5.4	Multiple Regression Linear.....	45
3.5.5	Determination Coefficient.....	35
3.5.6	Hypothesis Testing.....	46

CHAPTER IV DATA ANALYSIS AND DISCUSSION

4.1	General View of 53 Steps Laurance	49
4.1.1	Brief Overview	49
4.2	Research Result	50
4.2.1	Result of Research Instrument Test	50
4.2.1.1	Validity Test	50
4.2.1.2	Reliability Test.....	53
4.2.2	Result of Research Instrument Test	50
4.2.2.1	Respondent Characteristics.....	54
4.2.2.2	Explanation of Respondents Answers	56
4.2.2.3	Mean, Median, Mode and Standard Deviation	69
4.2.3	Result of Data Quality Testing.....	71
4.2.3.1	Classical Assumption Test.....	71
4.2.3.2	Multiple Linear Regression Analysis	75
4.2.4	Result of Hypothesis Testing	76
4.2.4.1	Hypothesis Test (Partial)	76
4.2.4.2	Hypothesis Test (Simultaneously).....	77
4.2.4.3	Determination Coefficient	78
4.3	Discussion.....	78

BAB V CONCLUSION AND SUGGESTIONS

5.1 Conclusion.....	82
5.2 Suggestion.....	83
REFERENCES.....	86



LIST OF TABLES

Table 1.1 Number of Transactions During 2020 and 2021 at 53 Steps Laurance Café Medan.....	5
Table 1.2 Customer Comments on Google Review.....	6
Table 1.3 Observation about Service Quality and Promotion.....	7
Table 3.1 Operational Variable (X_1)	37
Table 3.2 Operational Variable (X_2)	38
Table 3.3 Operational Variable (Y).....	38
Table 3.4 Likert Scale	39
Table 3.5 Parameter of Normality.....	44
Table 3.6 Parameter of Multicollinearity	45
Table 3.7 Parameter of Heteroscedasticity.....	45
Table 4.1 Result of Service Quality Variable Validity Testing.....	51
Table 4.2 Result of Promotion Variable Validity Testing.....	52
Table 4.3 Result of Customer Satisfaction Variable Validity Testing	53
Table 4.4 Result of Service Quality Variable Reliability Testing.....	53
Table 4.5 Result of Promotion Variable Reliability Testing.....	54
Table 4.6 Result of Customer Satisfaction Variable Reliability Testing	54
Table 4.7 Respondent Identity Based on Gender	54
Table 4.8 Respondent Identity Based on Visiting Frequency.....	55
Table 4.9 Respondent Identity Based on Café Information	55
Table 4.10 Respondents Answer about Variable X1: Statement 1	56

Table 4.11 Respondents Answer about Variable X1: Statement 2	56
Table 4.12 Respondents Answer about Variable X1: Statement 3	57
Table 4.13 Respondents Answer about Variable X1: Statement 4	57
Table 4.14 Respondents Answer about Variable X1: Statement 5	58
Table 4.15 Respondents Answer about Variable X1: Statement 6	58
Table 4.16 Respondents Answer about Variable X1: Statement 7	59
Table 4.17 Respondents Answer about Variable X1: Statement 8	59
Table 4.18 Respondents Answer about Variable X1: Statement 9	60
Table 4.19 Respondents Answer about Variable X1: Statement 10	60
Table 4.20 Respondents Answer about Variable X2: Statement 1	61
Table 4.21 Respondents Answer about Variable X2: Statement 2	61
Table 4.22 Respondents Answer about Variable X2: Statement 3	62
Table 4.23 Respondents Answer about Variable X2: Statement 4	62
Table 4.24 Respondents Answer about Variable X2: Statement 5	62
Table 4.25 Respondents Answer about Variable X2: Statement 6	63
Table 4.26 Respondents Answer about Variable X2: Statement 7	63
Table 4.27 Respondents Answer about Variable X2: Statement 8	64
Table 4.28 Respondents Answer about Variable X2: Statement 9	64
Table 4.29 Respondents Answer about Variable X2: Statement 10	65
Table 4.30 Respondents Answer about Variable Y: Statement 1	65
Table 4.31 Respondents Answer about Variable Y: Statement 2	66
Table 4.32 Respondents Answer about Variable Y: Statement 3	66
Table 4.33 Respondents Answer about Variable Y: Statement 4	67

Table 4.34 Respondents Answer about Variable Y: Statement 5	67
Table 4.35 Respondents Answer about Variable Y: Statement 6.....	68
Table 4.36 Respondents Answer about Variable Y: Statement 7	68
Table 4.37 Respondents Answer about Variable Y: Statement 8	69
Table 4.38 Mean, Median, Mode, Std. Deviation and Variance.....	69
Table 4.39 Descriptive Statistic Service Quality	70
Table 4.40 Descriptive Statistic Promotion	70
Table 4.41 Descriptive Statistic Customer Satisfaction.....	71
Table 4.42 One Sample Kolmogorov – Smirnov Test.....	73
Table 4.43 Multicollinearity Test.....	74
Table 4.44 Multiple Linear Regression Analysis.....	75
Table 4.45 Partial Hypothesis Testing	76
Table 4.46 Simultaneously Hypothesis Test.....	77
Table 4.47 Determination Coefficient Test.....	78

LIST OF FIGURES

Figures 1.1 Number of Transaction During 2020 and 2021 at 53 Steps Laurance Café Medan.....	6
Figures 2.1 Theoretical Framework	31
Figures 2.2 Framework of Thinking	32
Figures 4.1 The Exterior of 53 Steps Laurance.....	50
Figures 4.2 The Interior of 53 Steps Laurance.....	51
Figures 4.3 Histogram Graph.....	72
Figures 4.4 Normal Probability Plot of Regression	73
Figures 4.5 Scatterplot Graph	74

LIST OF APPENDICES

Appendix A	Questionnaire.....	A-1
Appendix B	Data Tabulation.....	B-1
Appendix C	Validity Test and Reliability Test.....	C-1
Appendix D	Data Tabulation.....	D-1
Appendix E	Main Test Output.....	E-1

