

TABLE OF CONTENTS

	page
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	xii
LIST OF TABLES	xiii
LIST OF APPENDICES.....	xiv
CHAPTER I INTRODUCTION	
1.1 Background of the Study.....	1
1.2 Problem Limitation.....	6
1.3 Problem Formulation	7
1.4 Objective of The Research	7
1.5 Benefit of The Research.....	7
1.5.1 Theoretical Benefit.....	8
1.5.2 Practical Benefit	8
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	
2.1 Theoretical Background	9
2.1.1 Definition of Hospitality	9
2.1.2 Restaurant	11

2.1.2.1	Types of Restaurants.....	12
2.1.3	Café Atmosphere.....	16
2.1.3.1	Definition of Café Atmosphere.....	16
2.1.3.2	Café Atmosphere Indicators.....	17
2.1.4	Product Variations.....	20
2.1.4.1	Product Variations Definition.....	20
2.1.4.2	Product Variations Indicators.....	21
2.1.5	Customer Satisfaction.....	22
2.1.5.1	Customer Satisfaction Definition.....	22
2.1.5.2	Elemen of Customer Satisfaction.....	23
2.1.5.3	Customer Satisfaction Indicators.....	24
2.2	Previous Research.....	25
2.3	Hypothesis Development.....	28
2.4	Research Model.....	29
2.5	Framework of Thinking.....	31
CHAPTER III RESEARCH METHODOLOGY		
3.1	Research Design.....	32
3.2	Population and Sample.....	33
3.3	Data Collection Method.....	35
3.4	Operational Variable Definition and Variable Measurement.....	36
3.5	Data Analysis Method.....	38
3.5.1	Validity Test.....	39
3.5.2	Reliability Test.....	39
3.5.3	Classical Assumption Test.....	39
3.5.3.1	Normality Test.....	39
3.5.3.2	Heteroscedasticity Test.....	40
3.5.3.3	Multicollinearity Test.....	40
3.5.4	Descriptive Statistical Analysis.....	41
3.5.5	Multiple Linear Regression Test.....	43
3.5.6	Coefficient of Determination.....	44

3.5.7 Hypothesis Test	45
3.5.7.1 T-Test	45
3.5.7.2 F-Test	45

CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1 General View Of “Research Object”	47
4.1.2 Vission and Mission	47
4.1.3 Organization Structure	48
4.1.4 Job Description	48
4.1.5 Kimbab Nara’s Atmosphere and Product Variations.....	50
4.2 Research Result	50
4.2.1 Descriptive Statistic.....	50
4.2.1.1 Result of Validity Test.....	50
4.2.1.2 Result of Reliability Test	52
4.2.2 Descriptive Statistics.....	53
4.2.2.1 Respondents Characteristics	54
4.2.2.2 Explanation of Respondents on Research Variables.....	55
4.2.3 Result of Data Quality Testing.....	72
4.2.3.1 Classical Assumption Testing Result	73
4.2.3.2 Multicollinearity Test	75
4.2.3.3 Heteroscedasticity Test	75
4.3 Regression Equation	77
4.4 Hypothesis Test	78
4.4.1 Coefficient of Determination	79
4.4.2 Partial Test (T-Test)	79
4.4.3 Simultaneous Test (F-Test).....	80
4.5 Discussion	81

CHAPTER V CONCLUSION

5.1 Conclusion.....	84
5.2 Recommendation	85

REFERENCES 87



LIST OF FIGURES

	page
Table 2.1 Previous Research	25
Figure 2.2 Research Model	30
Figure 2.3 Framework of Thinking.....	31
Table 3.1 Likert Scale Instrument	36
Table 3.2 Operational Variables of Cafe Atmosphere	37
Table 3.3 Operational Variables of Product Variations.....	37
Table 3.4 Operational Variables of Customer Satisfaction.....	38
Table 4.1 Result of Validity Test.....	52
Table 4.2 Reliability Test of Café Atmosphere (X1).....	52
Table 4.3 Reliability Test of Product Variation (X2)	53
Table 4.4 Reliability Test of Customer Satisfaction (Y)	53
Table 4.5 Respondent’s Identity Based on Age	54
Table 4.6 Respondent’s identity based on those who visited.....	55
Table 4.7 Q1_X1	55
Table 4.8 Q2_X1	56
Table 4.9 Q3_X1	56
Table 4.10 Q4_X1	57
Table 4.11 Q5_X1	57
Table 4.12 Q6_X1	58
Table 4.13 Q7_X1	59
Table 4.14 Q8_X1	59
Table 4.15 Q9_X1	60
Table 4.16 Q10_X1.....	60
Table 4.17 Questionnaires Analysis Of Café Atmosphere	61
Table 4.18 Q1_X2	62
Table 4.19 Q2_X2	62
Table 4.20 Q3_X2	63
Table 4.21 Q4_X2	63

Table 4.22	Q5_X2	64
Table 4.23	Q6_X2	64
Table 4.24	Questionnaires Analysis of Product Variation.....	65
Table 4.25	Q1_Y	66
Table 4.26	Q2_Y	66
Table 4.27	Q3_Y	67
Table 4.28	Q4_Y	67
Table 4.29	Q5_Y	68
Table 4.30	Q6_Y	68
Table 4.31	Questionnaires Analysis of Customer Satisfaction	69
Table 4.32	Interval Class of Café Atmosphere	70
Table 4.33	Interval Class Of Product Variations.....	70
Table 4.34	Interval Class of Customer Satisfaction	71
Table 4.35	Mean, Median,Mode Calculation Statistics	71
Table 4.36	Histogram of Normality Test	73
Table 4.37	P-Plot of Normality Test.....	74
Table 4.38	Normality Test	74
Table 4.39	Multicollinearity Test	75
Table 4.40	Scatterplot of Heteroscedasticity.....	76
Table 4.41	Glejser Test	76
Table 4.42	Multiple Linear Regression Analysis	76
Table 4.43	Determination Test.....	79
Table 4.44	T-Test Result.....	79
Table 4.45	F-Test Result	80

LIST OF APPENDICES

APPENDIX A: RESEARCH QUESTIONNAIRE	A-1
APPENDIX B: KUESIONER PENELITIAN	B-1
APPENDIX C: PRETEST RESULT	C-1
APPENDIX D: RESULT OF VALIDITY AND RELIABILITY TEST	D-1
APPENDIX E: RESPONDENT ANSWER OUTPUT.....	E-1
APPENDIX F: DATA OUPUT	F-1
APPENDIX G: SPSS DATA OUTPUT	G-1
APPENDIX H: R TABLE.....	H-1
APPENDIX I: F-TEST DISTRIBUTION TABLE	I-1
APPENDIX J: T-TEST DISTRIBUTION TABLE	J-1
APPENDIX K: REFERENCE LETTER	K-1

