

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 COMMITTEEv

ABSTRACT.....vi

ABSTRAK vii

PREFACE..... viii

TABLE OF CONTENTS.....ix

LIST OF FIGURES xiii

LIST OF TABLESxiv

LIST OF APPENDICES.....xiv

CHAPTER I INTRODUCTION

1.1. Background of the Study..... 1

1.2. Problem Limitation5

1.3. Problem Formulation5

1.4. Research Objective6

1.5. Benefit of the Research6

1.5.1. Theoretical Benefit6

1.5.2. Practical Benefit6

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS
DEVELOPMENT

2.1	Theoretical Background	7
2.1.1	Hospitality Management	7
2.1.2	Service Quality Theory	7
2.1.2.1.	Definition of Service Quality.....	7
2.1.2.2.	Benefits of Service Quality.....	8
2.1.2.3.	Service Quality Factors of	10
2.1.2.4.	Dimensions of Service Quality.....	11
2.1.2.5.	Indicator of Service Quality	13
2.1.3	Price.....	14
2.1.3.1.	Definition of Price	14
2.1.3.2.	Dimension of Price	15
2.1.3.3.	Indicator of Price	16
2.1.3.4.	Goals of Price	16
2.1.5	Customer Satisfaction	18
2.1.5.1.	Definition of Customer Satisfaction.....	18
2.1.5.2.	Benefit of Increasing Customer Satisfaction	19
2.1.5.3.	Measurement Method of Customer Satisfaction	20
2.1.5.4.	Indicator of Customer Satisfaction	21
2.1.6.	The Effect of Service Quality on Customer Satisfaction	22
2.1.7.	The Effect of Price on Customer Satisfaction	23
2.1.8.	The Effect of Service Quality and Price on Customer Satisfaction..	
	23
2.2	Previous Research.....	24
2.3	Hypothesis Development.....	25
2.4	Research Model	26
2.5	Framework of Thinking.....	27

CHAPTER III RESEARCH METHODOLOGY

3.1.	Research Design	28
3.2.	Population and Sample	28
	3.2.1. Population	29
	3.2.2. Research Sample	29
3.3.	Data Collection Method.....	30
3.4.	Operational Definition and Variable Measurement.....	31
	3.4.1 Population.....	31
	3.4.2 Variable Measurement	34
3.5.	Data Analysis Method	35
	3.5.1 Research Instrument Test.....	35
	3.5.2 Validity Test.....	35
	3.5.3 Reliability Test.....	36
	3.5.4 Descriptive Statistics.....	36
	3.5.5 Classical Assumption Test	37
	3.5.5.1 Normality Test	37
	3.5.5.2 Multicollinearity Test.....	38
	3.5.5.3 Heteroscedasticity Test	39
	3.5. Multiple Linear Regression Analysis	40
3.6.	Hypothesis Testing	40

CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1.	General View of Research Object	43
	4.1.1. Research Object View.....	43
4.2.	Research Result	44
	4.2.1. Result of Data Quality Testing.....	44

4.2.1.1.	Validity Test	44
4.2.1.2.	Reliability Test	47
4.2.1.3.	Descriptive Statistic.....	48
4.2.1.4.	Statistic Descriptive	49
4.2.2.3	Classical Assumption Test (Normality Test)	51
4.2.2.4	Multicollinearity Test.....	53
4.2.2.5	Heteroscedasticity Test	53
4.2.3	Result of Hypothesis Testing	54
4.2.3.1	Multiple Linear Regression Analysis.....	54
4.2.3.2	Detemination of Coefficient.....	55
4.2.3.3	Hyphotesis Test (Partial).....	56
4.2.3.4	Hyphotesis Test (Simultaneously)	57
4.3.	Discussion	58
4.3.1.	The Effect of Service Quality Toward Customer Satisfaction	58
4.3.2.	The Effect of Price Toward Customer Satisfaction.....	58
4.3.3.	The Effect of Service Quality and Price on Customer Satisfaction .	58
 CHAPTER V CONCLUSION AND RECOMMENDATION		
5.1.	Conclusion.....	60
5.2.	Recommendation.....	60
REFERENCES.....		63

LIST OF FIGURES

Figure 2.1	Theoretical Framework	26
Figure 2.2	Framework of Thinking.....	27
Figure 4.1	Histogram Graph	51
Figure 4.2	Normal Probability Plot of Regression.....	52
Figure 4.3	Scatterplot Graph.....	54



LIST OF TABLES

Table 2.1	Previous Research	24
Table 3.1	Operational Variable (X_1).....	32
Table 3.2	Operational Variable (X_2).....	33
Table 3.3	Operational Variable (Y).....	34
Table 4.1	Result of Service Quality Variable Validity Testing	44
Table 4.2	Result of Price Variable Validity Testing.....	45
Table 4.3	Result of Customer Satisfaction Variable Validity Testing.....	46
Table 4.4	Result of Service Quality Variable Reliability Testing	47
Table 4.5	Result of Price Variable Reliability Testing	47
Table 4.6	Result of Customer Satisfaction Variable Reliability Testing.....	47
Table 4.7	Respondent Identify Based on Gender	48
Table 4.8	Respondent Identify Based on Visiting Frequency	48
Table 4.9	Respondent Identify Based on Dazam Raya Seafood Information.....	49
Table 4.10	Mean, Median and Mode.....	50
Table 4.11	Statistic Descriptive.....	50
Table 4.12	One-Sample Kolmogorov-Smirnov Test.....	52
Table 4.13	Multicollinearity Test	53
Table 4.14	Multiple Linear Regression Analysis	55
Table 4.15	Determination Coefficient	56
Table 4.16	Partial Hypothesis Testing.....	56
Table 4.17	Simultaneously Hypothesis Testing.....	57

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

