

# TABLE OF CONTENTS

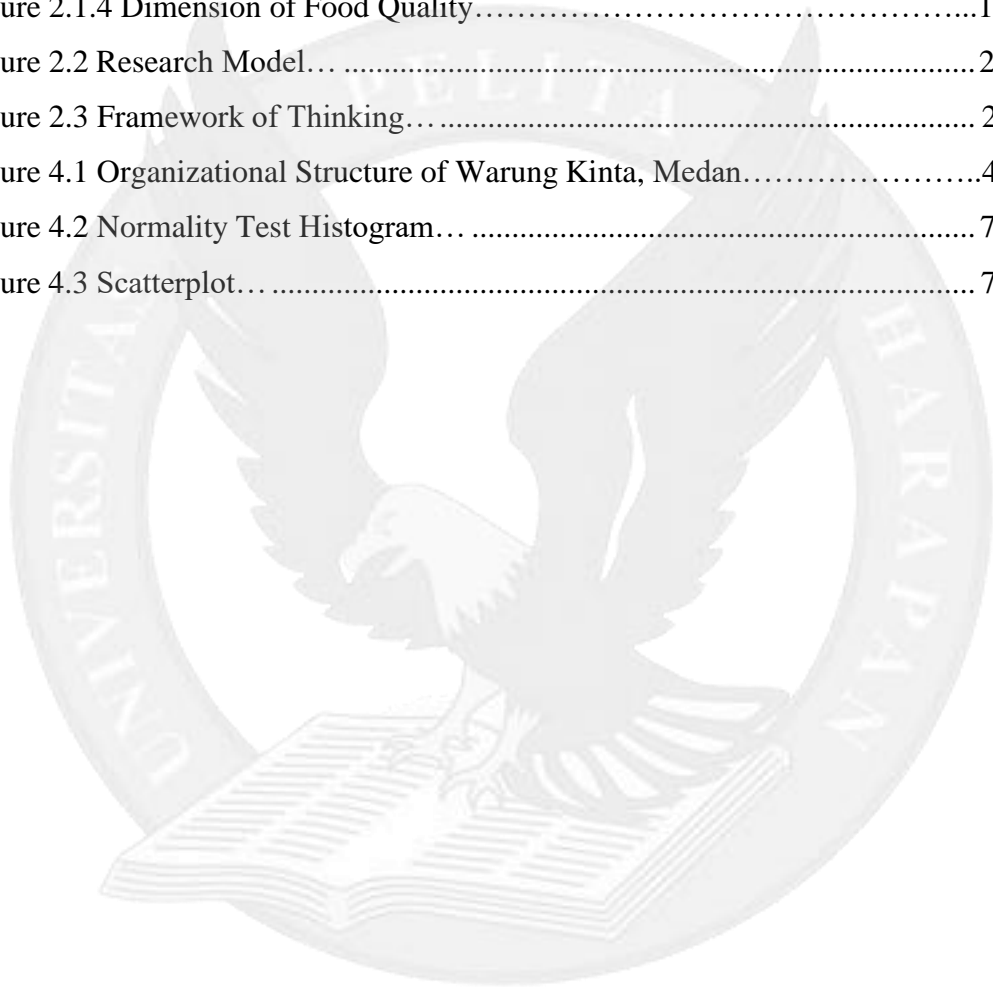
	Page
<b>COVER PAGE</b>	
<b>TITLE PAGE</b>	
	Page
<b>DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT .....</b>	<b>ii</b>
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR.....</b>	<b>iv</b>
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....</b>	<b>v</b>
<b>ABSTRACT .....</b>	<b>vi</b>
<b>ABSTRAK .....</b>	<b>vii</b>
<b>PREFACE.....</b>	<b>viii</b>
<b>TABLE OF CONTENTS.....</b>	<b>x</b>
<b>LIST OF FIGURES .....</b>	<b>xiii</b>
<b>LIST OF TABLES .....</b>	<b>xiv</b>
<b>LIST OF APPENDICES.....</b>	<b>xvii</b>
<b>CHAPTER I .....</b>	<b>1</b>
1.1 Background of the Study .....	1
1.2 Problem Limitation.....	8
1.3 Problem Formulation .....	9
1.4 Objective of The Research.....	9
1.5 Benefit of The Research.....	9
1.5.1 Theoretical Benefit.....	9
1.5.2 Practical Benefit.....	10
<b>CHAPTER II.....</b>	<b>11</b>
2.1 Theoretical Background.....	11
2.1.1 Hospitality Management.....	11
2.1.2 Hospitality Industry.....	12
2.1.1.2 Characteristics of Hospitality Industry.....	13

2.1.3 Food and Beverage.....	14
2.1.1.3 Food and Beverage Industry.....	14
2.1.4 Food Quality.....	14
2.1.5 Physical Environment... ..	17
2.1.6 Customer Satisfaction... ..	18
2.1.7 Relationship between Food Quality and Customer Satisfaction .....	20
2.1.8 Relationship between Physical Environment and Customer Satisfaction.....	20
2.1.9 Relationship between Food Quality and Physical Environment on Customer Satisfaction.....	21
2.2 Previous Research .....	22
2.3 Hypothesis Development.....	25
2.4 Research Model.....	26
2.5 Framework of Thinking .....	27
<b>CHAPTER III.....</b>	<b>28</b>
3.1 Research Design.....	28
3.2 Population and Sample.....	29
3.3 Data Collection Method .....	31
3.3.1 Primary Data.....	31
3.3.2 Secondary Data.....	33
3.4 Operational Variable Definition and Variable Measurement.....	33
3.4.1 Operational Definition.....	33
3.4.2 Variable Measurement.....	36
3.5 Data Analysis Method.....	37
3.5.1 Test of Research Instrument.....	37
3.5.2 Descriptive Statistics.....	39
3.5.3 Classical Assumption Tests.....	41
3.5.4 Multiple Linear Regression Analysis.....	42
3.5.5 Hypothesis Test.....	43
<b>CHAPTER IV.....</b>	<b>45</b>
4.1 General View Of Warung Kinta.....	45
4.1.1 History of Warung Kinta.....	45
4.1.2 Company Vision and Mission... ..	46
4.1.3 Organizational Structure .....	46

4.2 Research Result.....	48
4.2.1 Descriptive Statistic.....	65
4.2.2 Result of Data Quality Testing.....	68
4.2.2.1 Validity Test.....	68
4.2.2.2 Reliability Test.....	70
4.2.2.3 Normality Test.....	71
4.2.2.4 Heteroscedasticity Test.....	73
4.2.2.5 Multicollinearity Test.....	75
4.2.3 Result of Hypothesis Testing.....	76
4.2.3.1 Multiple Linear Regression Test.....	76
4.2.3.2 Determination Test.....	78
4.2.3.3 T-Test (Partial Test).....	79
4.2.3.4 F-Test (Simultaneous Test).....	80
4.3 Discussion.....	81
<b>CHAPTER V.....</b>	<b>84</b>
5.1 Conclusion.....	84
5.2 Recommendation.....	85
<b>REFERENCES.....</b>	<b>87</b>

## LIST OF FIGURES

	page
Figure 1.1 Google Reviews for Food Quality.....	6
Figure 1.2 Google Reviews for Physical Environment.....	7
Figure 1.3 Google Reviews for Customer Satisfaction.....	7
Figure 2.1.4 Dimension of Food Quality.....	15
Figure 2.2 Research Model.....	26
Figure 2.3 Framework of Thinking.....	27
Figure 4.1 Organizational Structure of Warung Kinta, Medan.....	46
Figure 4.2 Normality Test Histogram.....	72
Figure 4.3 Scatterplot.....	74



## LIST OF TABLES

	Page
Table 2.1 Table of Previous Research.....	22
Table 3.4.1 Operationalization of Research Variable.....	35
Table 3.4.2 Likert Scale.....	36
Table 4.1 Number of Respondent According to Gender.....	49
Table 4.2 Number of Respondent According to Age.....	49
Table 4.3 Number of Repondent According of Number of Domicile in Medan.....	50
Table 4.4 Q1: Warung Kinta serves food with a fresh look.....	50
Table 4.5 Q2: Warung Kinta serves food with the right and fresh color.....	51
Table 4.6 Q3: The food served by Warung Kinta is very interesting.....	51
Table 4.7 Q4: The quantity of food served by Warung Kinta is always the same.....	52
Table 4.8 Q5: The taste of the food provided by Warung Kinta is very balanced (example:rice and side dishes) .....	52
Table 4.9 Q6: Warung Kinta always serves dishes that have a high taste.....	53
Table 4.10 Q7: Warung Kinta has many types of food choices.....	53
Table 4.11 Q8: Warung Kinta has many types of drink choices .....	54
Table 4.12 Q9: Warung Kinta serves food with good nutrition.....	54
Table 4.13 Q10: Warung Kinta serves good food for health.....	55
Table 4.14 Q11: Warung Kinta has a nice design.....	55
Table 4.15 Q12: Warung Kinta has an attractive design.....	56
Table 4.16 Q13: The room temperature at Warung Kinta is very comfortable.....	56
Table 4.17 Q14: Warung Kinta plays music at the right volume.....	57
Table 4.18 Q15: Warung Kinta uses lights that are very comfortable.....	57
Table 4.19 Q16: Warung Kinta uses lights that can improve the mood.....	58
Table 4.20 Q17: The table setting at Warung Kinta is very neat.....	58
Table 4.21 Q18: The eating and drinking utensils at Warung Kinta are very clean .....	59
Table 4.22 Q19: Warung Kinta has a comfortable layout .....	59

Table 4.23 Q20: Warung Kinta has an efficient layout.....	60
Table 4.24 Q21: The waiters at Warung Kinta show that their interactions with customers are very friendly .....	60
Table 4.25 Q22: The appearance of the waiter at Warung Kinta is very neat and clean.....	61
Table 4.26 Q23: I would make purchases at Warung Kinta again of the food.....	61
Table 4.27 Q24: I would make purchases at Warung Kinta again of the physical environment in there.....	62
Table 4.28 Q25: The quality of the food at Warung Kinta matches your expectations.....	62
Table 4.29 Q26: The physical environment at Warung Kinta matches your expectations.....	63
Table 4.30 Q27: I would visit Warung Kinta next time of their handling the customer needs.....	63
Table 4.31 Q28: I would suggest and comment for Warung Kinta.....	64
Table 4.32 Q29: I would recommend Warung Kinta to my family and friends of the food.....	64
Table 4.33 Q30: I would recommend Warung Kinta to my family and friends of the physical environment.....	65
Table 4.34 Measurement score for Descriptive Statistics.....	66
Table 4.35 Descriptive Statistics Score Description for Food Quality, Physical Environment and Customer Satisfaction.....	66
Table 4.36 Validity Test for Food Quality, Physical Environment, and Customer Satisfaction.....	68
Table 4.37 Reliability Test for Food Quality Variable.....	70
Table 4.38 Reliability Test for Physical Environment Variable.....	70
Table 4.39 Reliability Test for Customer Satisfaction Variable.....	71
Table 4.40 One-Sample Kolmogorov-Smirnov Test.....	73
Table 4.41 Heteroscedasticity Test.....	75
Table 4.42 Multicollinearity Test.....	76
Table 4.43 Multiple Linear Regression Test.....	77

Table 4.44 Determination Test.....	78
Table 4.45 T-Test Hypothesis Testing.....	79
Table 4.46 F-Test Hypothesis Testing.....	80



## LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE.....	A-1
APPENDIX B: TABULATION DATA (PRE-TEST).....	B-1
APPENDIX C: QUESTIONNAIRE TABULATION DATA.....	C-1
APPENDIX D: SPSS OUTPUT.....	D-1
APPENDIX E: STATISTIC TABLE.....	E-1
APPENDIX F: GOOGLE REVIEWS.....	F-1
APPENDIX G: APPROVAL LETTER.....	G-1

