

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	xiii
LIST OF TABLES	xiv
LIST OF APPENDICES.....	xvii

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	9
1.5 Benefit of The Research.....	9
1.5.1 Theoretical Benefit	9
1.5.2 Practical Benefit	10

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Literature Review	11
2.1.1 Hospitality Industry	11
2.1.1.1 Definition of Hospitality Industry.....	11

2.1.1.2 Characteristics of Hospitality Industry.....	12
2.1.2 Food Quality	13
2.1.2.1 Definition of Food Quality.....	13
2.1.2.2 Indicator of Food Quality.....	14
2.1.3 Service Quality	16
2.1.3.1 Definition of Service Quality	16
2.1.3.2 Indicator of Service Quality	17
2.1.4 Customer Satisfaction	18
2.1.4.1 Definition of Customer Satisfaction	18
2.1.4.2 Indicator of Customer Satisfaction	20
2.1.4.3 Factor Customer Satisfaction	21
2.1.5 Relationship between the Variables	22
2.1.5.1 Food Quality Influence Customer Satisfaction	22
2.1.5.2 Service Quality Influence Customer Satisfaction.....	22
2.1.5.3 Food Quality and Service Quality Influence Customer Satisfaction	23
2.2 Previous Research.....	23
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	28
3.2.2 Sample	29
3.2.3 Sampling technique	30
3.3 Data Collection Method	30
3.3.1 Primary Data	30
3.3.1 Secondary Data	31
3.4 Operational Variable Definition and Variable Measurement	32

3.4.1	Operational Variable Definition	32
3.4.2	Variable Measurement	32
3.5	Data Analysis Method.....	35

CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1	General View Of “Research Object”	43
4.1.1	Organizational Structure	44
4.2	Research Result	45
4.2.1	Descriptive Statistic.....	45
4.2.1.1	Respondent Characteristic	46
4.2.1.2	Descriptive Statistics of Respondent Characteristics.....	47
4.2.1.3	Explanations of Respondents Answer.....	48
4.2.1.4	Descriptive Statistics of Respondents Answer	61
4.2.2	Result of Data Quality Testing.....	64
4.2.2.1	Instrument Research Testing	64
4.2.2.2	Normality Test	67
4.2.2.3	Heteroscedacity Test	69
4.2.2.4	Multicollinearity Test	69
4.2.2.5	Multiple Regression Analysis	70
4.2.3	Result of Hypothesis Testing	71
4.2.3.1	Coefficient of Determine (Adjusted R Square)	71
4.2.3.2	F Test.....	71
4.2.3.3	T Test	72
4.3	Discussion	73

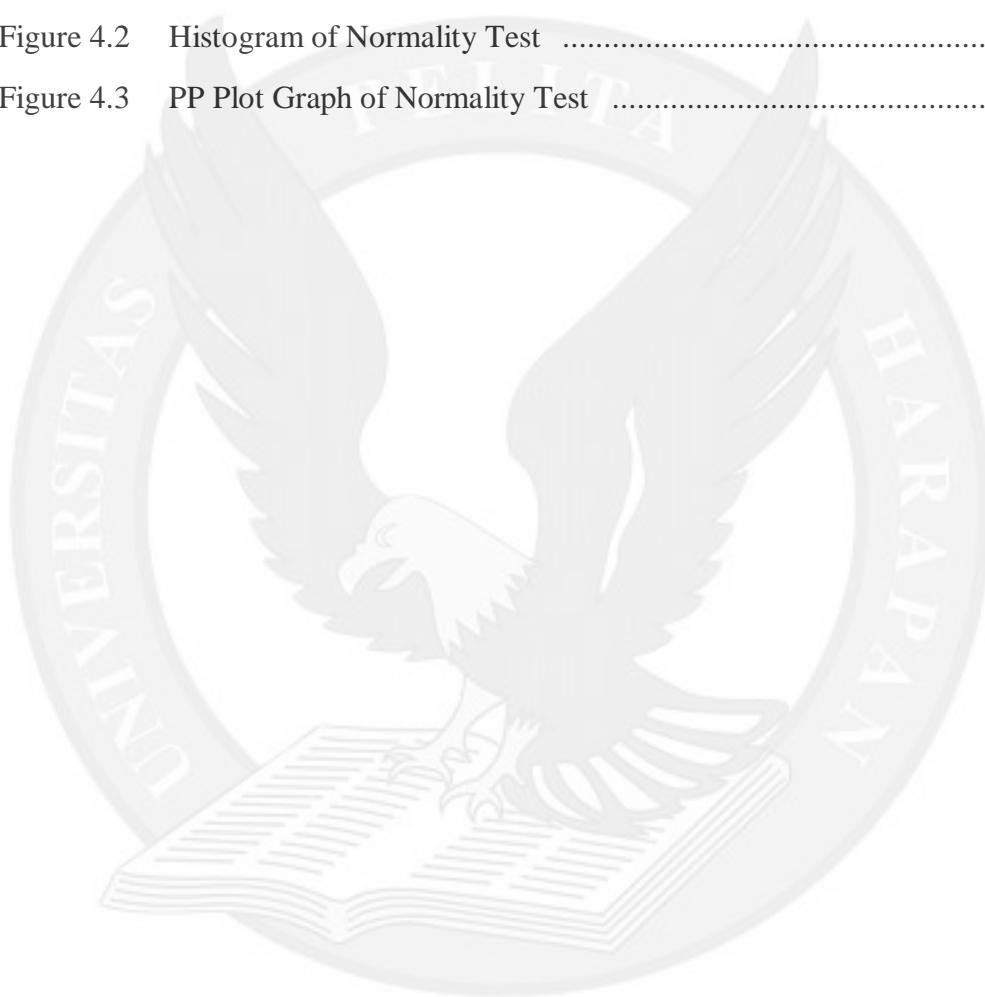
CHAPTER V CONCLUSION

5.1	Conclusion.....	76
5.2	Recommendation	77

REFERENCES	79
-------------------------	-----------

LIST OF FIGURES

	page
Figure 2.1 Research Model	26
Figure 2.2 Framework of Thinking	27
Figure 4.1 Organizational Structure	44
Figure 4.2 Histogram of Normality Test	67
Figure 4.3 PP Plot Graph of Normality Test	68



LIST OF TABLES

	page
Table 1.1 Income of Rumah Makan 888 Chinese Food Siantar.....	5
Table 1.2 Review of Rumah Makan 888 Chinese Food Siantar	6
Table 1.3 Survey Internal of Rumah Makan 888 Chinese Food Siantar	6
Table 2.1 Table of Previous Research	24
Table 3.1 Operational Variable and Variable Measurement of Food Quality (X1)	33
Table 3.2 Operational Variable and Variable Measurement of Service Quality (X2)	34
Table 3.3 Operational Variable and Variable Measurement of Customer Satisfaction (Y).....	34
Table 4.1 Respondent Characteristics based on gender.....	46
Table 4.2 Respondent Characteristics based on age.....	46
Table 4.3 Respondent Characteristics based on times of visited.....	47
Table 4.4 Descriptive Statistics of Respondents Gender	47
Table 4.5 Descriptive Statistics of Respondents Age	47
Table 4.6 Descriptive Statistics of Respondents Times of Visited.....	48
Table 4.7 Interval Class of Respondents Answer	49
Table 4.8 Respondents Answer of Food Quality (Q1)	49
Table 4.9 Respondents Answer of Food Quality (Q2)	50
Table 4.10 Respondents Answer of Food Quality (Q3)	50
Table 4.11 Respondents Answer of Food Quality (Q4)	51
Table 4.12 Respondents Answer of Food Quality (Q5)	51
Table 4.13 Respondents Answer of Food Quality (Q6)	52
Table 4.14 Respondents Answer of Food Quality (Q7)	52
Table 4.15 Respondents Answer of Food Quality (Q8)	53
Table 4.16 Respondents Answer of Food Quality (Q9)	53

Table 4.17	Respondents Answer of Service Quality (Q1).....	54
Table 4.18	Respondents Answer of Service Quality (Q2).....	54
Table 4.19	Respondents Answer of Service Quality (Q3).....	55
Table 4.20	Respondents Answer of Service Quality (Q4).....	55
Table 4.21	Respondents Answer of Service Quality (Q5).....	56
Table 4.22	Respondents Answer of Service Quality (Q6).....	56
Table 4.23	Respondents Answer of Service Quality (Q7).....	57
Table 4.24	Respondents Answer of Service Quality (Q8).....	57
Table 4.25	Respondents Answer of Service Quality (Q9).....	58
Table 4.26	Respondents Answer of Service Quality (Q10).....	58
Table 4.27	Respondents Answer of Customer Satisfaction (Q1).....	59
Table 4.28	Respondents Answer of Customer Satisfaction (Q2).....	59
Table 4.29	Respondents Answer of Customer Satisfaction (Q3).....	60
Table 4.30	Respondents Answer of Customer Satisfaction (Q4).....	60
Table 4.31	Descriptive Statistics of Food Quality (X1).....	61
Table 4.32	Descriptive Statistics of Service Quality (X2).....	62
Table 4.33	Descriptive Statistics of Customer Satisfaction (Y).....	63
Table 4.34	Validity Test of Food Quality (X1).....	64
Table 4.35	Validity Test of Service Quality (X2)	65
Table 4.36	Validity Test of Customer Satisfaction (Y)	65
Table 4.37	Reliability Test of Food Quality (X1)	66
Table 4.38	Reliability Test of Service Quality (X2).....	66
Table 4.39	Reliability Test of Customer Satisfaction (Y).....	67
Table 4.40	One Sample Kolmogorov Smirnov of Normality Test	68
Table 4.41	Glejser Test of Heteroscedacity Test	69
Table 4.42	Multicollinearity Test	69
Table 4.43	Multiple Regression Analysis	70
Table 4.44	Coefficient of Determine (Adjusted R Square).....	71

Table 4.45 F Test	71
Table 4.46 T Test	72



LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE	A-1
APPENDIX B: DATA PRE-TEST	B-1
APPENDIX C: DATA SAMPLE	C-1
APPENDIX D: EVIDENCE	D-1

