TABLE OF CONTENT

SKRIPSI ..... **i**

DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT ..... **ii**

APPROVAL PAGE BY FINAL PAPER ADVISOR ..... **iii**

APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE ..... **iv**

ABSTRACT ..... **v**

ABSTRAK ..... **vii**

PREFACE ..... **ix**

TABLE OF CONTENT ..... **xi**

LIST OF FIGURES ..... **xvi**

LIST OF TABLES ..... **xviii**

LIST OF APPENDICES ..... **xx**

CHAPTER I INTRODUCTION **1**

1.1 Background of the Study 1

1.2 Problem Limitation 12

1.3 Problem Formulation 13

1.4 Objective of the Research 14

1.5 Benefit of the Research 15

1.5.1 Theoretical Benefit 15

1.5.2 Practical Benefit 15

CHAPTER II LITERATURE REVIEW **17**

2.1 Theoretical Background 17

2.1.1 Marketing 17

2.1.2 Marketing Mix 18
2.1.2.1 Marketing Mix 4P's 19
2.1.3 Lifestyle 20
2.1.4 Physical Environment 22
2.1.5 Menu Variety 24
2.1.6 Customer Satisfaction 26
2.1.7 Customer Loyalty 27
2.2 Previous Research 28
2.3 Hypothesis Development 35
2.3.1 Relationship Between Lifestyle and Customer Satisfaction 36
2.3.2 Relationship Between Physical Environment and Customer Satisfaction 36
2.3.3 Relationship Between of Menu Variety and Customer Satisfaction 38
2.3.4 Relationship Between Lifestyle and Customer Loyalty 38
2.3.5 Relationship Between Physical Environment and Customer Loyalty . 39
2.3.6 Relationship Between Menu Variety and Customer Loyalty 40
2.3.7 Relationship Between Customer Satisfaction and Customer Loyalty . 40
2.4 Research Model 41
2.5 Framework Of Thinking 42
CHAPTER III RESEARCH METHODOLOGY 43
3.1 Research Design 43
3.2 Population and Sample 44
3.2.1 Population 44
3.2.2 Sample 45

3.3 Data Collection Method 46
3.4 Operational Definition and Variable Measurement 48
3.4.1 Independent Variable 49
3.4.2 Dependent Variable 49
3.4.3 Intervening Variable 49
3.5 Data Analysis Method 50
3.5.1 Reliability Test 60
CHAPTER IV DATA ANALYSIS AND DISCUSSION 62
4.1 Overview of Sushi Tei 62
4.1.1 Sushi Tei Organization Structure 63
4.2 Data Analysis 63
4.2.1 Descriptive Statistic 64
4.2.1.1 Characteristic of Respondents 64
4.2.1.2 Overview of Respondent by Age 64
4.2.1.3 Overview of Respondent by Gender 65
4.2.1.4 Respondent's Response 66
4.2.2 Descriptive Variable Analysis 73
4.2.2.1 Respondent's Response Toward Lifestyle 73
4.2.2.2 Respondent's Response Toward Physical Environment 74
4.2.2.3 Respondent's Response Toward Menu Variety 76
4.2.2.4 Respondent's Response Toward Customer Satisfaction 78
4.2.2.5 Respondent's Response Toward Customer Loyalty 79
4.2.3 Result of Data Quality Testing 81
4.2.3.1 Evaluation of Data Normality 83

4.2.3.2 Evaluation of Outliers 84
4.2.3.2.1 Univariate Outliers 84
4.2.3.2.2 Multivariate Outliers 85
4.2.3.3 Evaluation of Multicollinearity and Singularity 88
4.2.3.4 Confirmatory Factor Analysis 89
4.2.3.4.1 Confirmatory Analysis of Exogenous Variable 89
4.2.3.4.2 Confirmatory Analysis of Endogenous Variables 90
4.2.3.5 Reliability Test 94
4.2.4 Result of Hypothesis Testing 95
4.2.4.1 Hypothesis Testing 1 (H1) 96
4.2.4.2 Hypothesis Testing 2 (H2) 97
4.2.4.3 Hypothesis Testing 3 (H3) 97
4.2.4.4 Hypothesis Testing 4 (H4) 98
4.2.4.5 Hypothesis Testing 5 (H5) 99
4.2.4.6 Hypothesis Testing 6 (H6) 99
4.2.4.7 Hypothesis Testing 7 (H7) 100
4.3 Discussion 101
4.3.1 Analysis of The Overall Model 119
CHAPTER V CONCLUSION 123
5.1 Conclusion 123
5.1.1 Conclusion Hypotheses 124
5.1.1.1 The Effect of Lifestyle on Customer Satisfaction 124
5.1.1.2 The Effect of Physical Environment on Customer Satisfaction .. 125
5.1.1.3 The Effect of Menu Variety on Customer Satisfaction 126

5.1.1.4 The Effect of Lifestyle on Customer Loyalty 127

5.1.1.5 The Effect of Physical Environment on Customer Loyalty 128

5.1.1.6 The Effect of Menu Variety on Customer Loyalty 130

5.1.1.6 The Effect of Customer Satisfaction on Customer Loyalty 131

5.1.2 Conclusion for Research Problem 132

5.2 Implication 133

5.2.1 Theoretical Implication 133

5.2.2 Managerial Implication 134

5.3 Recommendation 140

REFERENCES 141

APPENDIX A A-1

APPENDIX B B-1

APPENDIX C C-1

APPENDIX D D-1

APPENDIX E E-1

LIST OF FIGURES

Figure 1.1 Growth trend of the food and beverage industry from 2011 until 2022 1

Figure 1.2 Growth trends for restaurant, home restaurant, and related industries from 2011 until 2022 2

Figure 1.3 Sushi Tei Delipark Medan 5

Figure 1.4 Sushi Tei Delipark Medan 6

Figure 1.5 Customer ratings and feedback of Sushi Tei 7

Figure 1.6 Top Brand Index sushi restaurant category 9

Figure 2.1 Comparison of Previous Research 28

Figure 2.2 Research Model from Previous Research 31

Figure 2.3 Result of structural equation path analysis 1 31

Figure 2.4 Result of Adjusted R square value 31

Figure 2.5 Results of the structural equation path analysis 2 31

Figure 2.6 Result of Adjusted R square value 31

Figure 2.7 Research Model 41

Figure 2.8 Framework of Thinking 42

Figure 3.1 Flow Diagram of Theoretical Framework 54

Figure 4.1 Sushi Tei Organization Structure 63

Figure 4.2 Diagram Respondents by Age 65

Figure 4.3 Diagram Respondents by Gender 66

Figure 4.4 Confirmatory Analysis of Exogenous Variables 89

Figure 4.5 Confirmatory Analysis of Endogenous Variables 91

Figure 4.6 Full Structural Model 92

Figure 4.7 Full Structural Model 119

LIST OF TABLES

Table 1.1 Restaurant and Cafe at Delipark Medan 11

Table 3.1 Likert 1-5 Scale Answer and Score 47

Table 3.2 Questionnaire Design 47

Table 3.3 Operational Definition and Variable Measurement 49

Table 3.4 Description of Constructor Indicator 53

Table 3.5 Relationship of Construct 54

Table 3.6 The Conversion Results into the Equation of the Construct Measurement Model 55

Table 3.7 Feasibility index of a model (Goodness of Fit Index) 60

Table 4.1 Respondents by Age 64

Table 4.2 Respondents by Gender 65

Table 4.3 Degree of Assessment of Each Variable 67

Table 4.4 Respondent's Response toward Lifestyle 67

Table 4.5 Respondent's Response toward Physical Environment 68

Table 4.6 Respondent's Response toward Menu Variety 70

Table 4.7 Respondent's Response toward Customer Satisfaction 71

Table 4.8 Respondent's Response toward Customer Loyalty 72

Table 4.9 Respondents' distribution answer toward Lifestyle 73

Table 4.10 Respondents' distribution answer toward Physical Environment 74

Table 4.11 Respondents' distribution answer toward Menu Variety 76

Table 4.12 Respondents' distribution answer toward Customer Satisfaction 78

Table 4.13 Respondents' distribution answer toward Customer Loyalty 79

Table 4.14 Goodness of Fit Index 82

Table 4.15 Test Result of Data Normality 83

Table 4.16 Descriptive Statistics of Z-Score..... 84

Table 4.17 Mahalanobis Distance 85

Table 4.18 Test of Weight Factor and Factor Loading Value of Exogenous Variables 90

Table 4.19 Test of Weight Factor and Factor Loading Value of Endogenous Variables 91

Table 4.20 Feasibility Testing Index 92

Table 4.21 Regression Weight Full Structural Equation Model 93

Table 4.22 Reliability Test..... 95

Table 4.23 Hypothesis Test Result 95

Table 4.24 Lifestyle Indicators..... 106

Table 4.25 Physical Environment Indicators 109

Table 4.26 Menu Variety Indicators..... 112

Table 4.27 Customer Satisfaction Indicators 114

Table 4.28 Customer Loyalty Indicators 116

Table 5.1 Hypothesis Test Result..... 124

Table 5.2 Theoretical Implication 133

Table 5.3 Managerial Implication 138

LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE

APPENDIX B: QUESTIONNAIRE DATA TABULATION

APPENDIX C: DESCRIPTIVE STATISTICAL TEST RESULTS

APPENDIX D: STRUCTURAL EQUATION MODEL TEST RESULTS

APPENDIX E: TURNITIN TEST RESULT