

TABLE OF CONTENTS

	page
COVER PAGE	
TITLE PAGE	
FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE	iv
ABSTRACT	v
ABSTRAK	vi
PREFACE.....	vii
TABLE OF CONTENTS.....	ix
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.....	7
1.3 Problem Formulation.....	8
1.4 Objective of The Research.....	8
1.5 Benefit of The Research	9
1.5.1 Theoretical Benefit	9
1.5.2 Practical Benefit.....	9
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	
2.1 Theoretical Background.....	10
2.1.1 Hospitality Management	10
2.1.2 Marketing	11

2.1.2.1	Definition of Marketing	11
2.1.2.2	Type of Marketing Mix	12
2.1.3	Food Quality	13
2.1.3.1	Definition of Food Quality	13
2.1.3.2	Indicator of Food Quality	14
2.1.4	Promotion	15
2.1.4.1	Definition of Promotion	15
2.1.4.2	Main Objectives of Promotion	16
2.1.4.3	Indicator of Promotion	18
2.1.5	Price	19
2.1.5.1	Definition of Price	19
2.1.5.2	Factors that Influence Price Fixing	20
2.1.5.3	Indicator of Price	21
2.1.6	Purchase Decision	22
2.1.6.1	Definition of Purchase Decision	22
2.1.6.2	Indicator of Purchase Decision	23
2.1.7	The Influence of Food Quality on Purchase Decision	24
2.1.8	The Influence of Promotion on Purchase Decision	24
2.1.9	The Influence of Price on Purchase Decision	25
2.1.10	The Influence of Food Quality, Promotion, and Price on Purchase Decision	26
2.2	Previous Research.....	27
2.3	Hypothesis Development.....	29
2.4	Research Model	30
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 Definition and Variable Measurement.....	37
3.4.1	Operational Definition	37
3.4.2	Variable Measurement	39
3.5	Data Analysis Method	40
3.5.1	Test of Research Instrument	40
a.	Validity Test	40
b.	Reliability Test	41
3.5.2	Descriptive Statistics	42
a.	Mean	42
b.	Median	43
c.	Mode	43
d.	Variance	43
e.	Standard deviation	44
3.5.3	Classical Assumption Test	44
a.	Normality Test	44
b.	Multicollinearity Test	45
c.	Heteroscedasticity Test	46
3.5.4	Multiple Linear Regression Analysis	46
3.5.5	Hypothesis Test	47
a.	T-test	47
b.	F-test	48
c.	Coefficient of Determination	49

CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1	General View of Research Object	50
4.1.1	Overview of Louise Boulangerie and Patisserie, Medan.....	50
4.1.2	Vision and Mission	51
4.1.3	Organizational Structure	51
4.2	Research Result	52
4.2.1	Descriptive Statistic	52

4.2.1.1	Elements of the Respondents	52
4.2.1.2	Explanation of Respondents on Research Variables	54
4.2.1.3	Mean, Median, Mode, Variance, and Standard Deviation....	71
4.2.2	Result of Data Quality Testing	79
4.2.2.1	Validity Test	79
4.2.2.2	Reliability Test	81
4.2.2.3	Normality Test	82
4.2.2.4	Multicollinearity Test	84
4.2.2.5	Heteroscedasticity Test	85
4.2.2.6	Multiple Linear Regression Analysis	87
4.2.3	Result of Hypothesis Testing.....	88
4.2.3.1	T-Test (Partial Test)	88
4.2.3.2	F-Test (Simultaneous Test)	89
4.2.3.3	Coefficient of Determination	90
4.3	Discussion.....	91
CHAPTER V CONCLUSION		
5.1	Conclusion	95
5.2	Recommendation	96
REFERENCES.....		99

LIST OF FIGURES

	page	
Figure 1. 1	Promotion content in social media	5
Figure 2. 1	Research Model	30
Figure 2. 2	Framework of Thinking.....	31
Figure 4. 1	Organizational Structure.....	51
Figure 4. 2	Normality Test Histogram	83
Figure 4. 3	Normality Test P-Plot Graph.....	83
Figure 4. 4	Heteroscedasticity Test Scatterplot	86

LIST OF TABLES

	page	
Table 1. 1	Louise's promotional event from 2020 to 2022.....	5
Table 1. 2	Price Comparison between some products from Louise and other patisserie	6
Table 2. 1	Previous Research	27
Table 3. 1	Indicators of Operational Variable X ₁	38
Table 3. 2	Indicators of Operational Variable X ₂	38
Table 3. 3	Indicators of Operational Variable X ₃	39
Table 3. 4	Indicators of Operational Variable Y	39
Table 3. 5	Five-level Likert Scale	40
Table 4. 1	Respondent's Gender Characteristics	52
Table 4. 2	Respondent's Age Characteristics	53
Table 4. 3	Respondent's Occupation Characteristics.....	53
Table 4. 4	Respondent's Purchase Frequency Characteristics.....	54
Table 4. 5	Q1: The taste of food is delicious.....	54
Table 4. 6	Q2: The taste of food matches the customers' preference and never disappoints.....	55
Table 4. 7	Q3: Louise always serves with consistent portion.	55
Table 4. 8	Q4: Louise always serves with huge portion.....	56
Table 4. 9	Q5: Louise has a very varied menu.	56
Table 4. 10	Q6: Louise offers a special menu based on festive.	57
Table 4. 11	Q7: The taste of food has its own characteristics.	57
Table 4. 12	Q8: The taste of food is unique and never bored.....	58
Table 4. 13	Q9: Louise has clean and well-maintained stores.	58
Table 4. 14	Q10: Louise has a hygiene procedure in serving products.....	59
Table 4. 15	Q11: Louise provides many new innovations in developing food.	59
Table 4. 16	Q12: Louise always follows the food trends in developing new menus.....	60

Table 4. 17	Q1: Louise makes effective use of online platforms to provide clear information about their products.	60
Table 4. 18	Q2: Louise frequently posts content to advertise their products. ..	61
Table 4. 19	Q3: Louise often gives special offers or discounts for their products.	61
Table 4. 20	Q4: Louise's promotion is interesting.	62
Table 4. 21	Q5: Louise always maintains a good relationship with their community in the online platforms.....	62
Table 4. 22	Q6: Louise often conducts events or joins outside activities to promote their products.....	63
Table 4. 23	Q7: Louise's staff approaches the customers individually and gives recommendations on which product to order.	63
Table 4. 24	Q8: Louise's staff is able to convince customers about special offers.....	64
Table 4. 25	Q1: The price offered can be afforded by all customers.	65
Table 4. 26	Q2: The price offered is reasonable and not expensive.....	65
Table 4. 27	Q3: The price offered is cheaper than another patisserie.	66
Table 4. 28	Q4: The price offered is various with a large selection of food choices.	66
Table 4. 29	Q5: The price offered is suitable with the taste of food.	67
Table 4. 30	Q6: The price offered is suitable with the food quality.....	67
Table 4. 31	Q7: The price offered is suitable with food benefits.	68
Table 4. 32	Q8: The price offered make the customers feel comfortable to consume the food as the quality is also guaranteed.....	68
Table 4. 33	Q1: Customers are buying the product because they need it.....	69
Table 4. 34	Q2: Customers are buying the product because they get some good benefits from it.	69
Table 4. 35	Q3: Customers are willing to give recommendation about Louise's products to their families and friends.	70

Table 4. 36	Q4: Customers are willing to repurchase and try to purchase other products from Louise because of the food quality received.....	70
Table 4. 37	Interval Class for Each Variable.....	71
Table 4. 38	Food Quality Descriptive Statistic.....	72
Table 4. 39	Interval Class for Food Quality	73
Table 4. 40	Food Quality Overall Descriptive Statistic.....	73
Table 4. 41	Promotion Descriptive Statistic	73
Table 4. 42	Interval Class for Promotion	73
Table 4. 43	Promotion Overall Descriptive Statistic	73
Table 4. 44	Price Descriptive Statistic.....	75
Table 4. 45	Interval Class for Price	73
Table 4. 46	Price Overall Descriptive Statistic.....	73
Table 4. 47	Purchase Decision Descriptive Statistic	77
Table 4. 48	Interval Class for Purchase Decision.....	73
Table 4. 49	Purchase Decision Overall Descriptive Statistic	73
Table 4. 50	Food Quality Validity Test.....	79
Table 4. 51	Promotion Validity Test	80
Table 4. 52	Price Validity Test.....	80
Table 4. 53	Purchase Decision Validity Test	80
Table 4. 54	Food Quality Reliability Test	81
Table 4. 55	Promotion Reliability Test	81
Table 4. 56	Price Reliability Test	82
Table 4. 57	Purchase Decision Reliability Test.....	82
Table 4. 58	One-Sample Kolmogorov-Smirnov Test.....	84
Table 4. 59	Multicollinearity Test	85
Table 4. 60	Heteroscedasticity Test.....	86
Table 4. 61	Multiple Linear Regression Test	87
Table 4. 62	T-Test Hypothesis Testing	88
Table 4. 63	F-Test Hypothesis Testing.....	89
Table 4. 64	Coefficient of Determination.....	90

LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE.....	A-1
APPENDIX B: PRE-TEST TABULATION DATA	B-1
APPENDIX C: QUESTIONNAIRE TABULATION DATA	C-1
APPENDIX D: SPSS OUTPUT	D-1
APPENDIX E: R TABLE.....	E-1
APPENDIX F: T TABLE	F-1
APPENDIX G: F TABLE.....	G-1
APPENDIX H: LOUISE'S PRICELIST	H-1
APPENDIX I: COMPANY APPROVAL LETTER	I-1