

# TABLE OF CONTENT

	Page
<b>COVER</b>	
<b>FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT.....</b>	<b>ii</b>
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR.....</b>	<b>iii</b>
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....</b>	<b>iv</b>
<b>ABSTRACT .....</b>	<b>v</b>
<b>ABSTRAK.....</b>	<b>vi</b>
<b>PREFACE.....</b>	<b>vii</b>
<b>TABLE OF CONTENT .....</b>	<b>ix</b>
<b>LIST OF FIGURE .....</b>	<b>xii</b>
<b>LIST OF TABLE .....</b>	<b>xiii</b>
<b>LIST OF APPENDICES .....</b>	<b>xv</b>
<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
1.1 Background of the Study .....	1
1.2 Problem Limitation.....	6
1.3 Problem Formulation.....	6
1.5 Benefit of the Research.....	7
<b>1.5.1 Theoretical Benefit.....</b>	<b>7</b>
<b>1.5.2 Practical Benefit .....</b>	<b>7</b>
<b>CHAPTER II LITERATURE REVIEW AND HYPOTHESIS</b>	
<b>DEVELOPMENT .....</b>	<b>9</b>
2.1 Theoretical Background .....	9
2.1.1 Hospitality Management .....	9
2.1.2 Marketing .....	10
2.1.3 Servicescape .....	13
2.1.2.2 Benefit of Servicescape .....	15
2.1.4 Promotion.....	17
2.1.5 Customer Repurchase Intention .....	21

2.1.6	The Effect of Servicescape on Customer Repurchase Intention .....	25
2.1.7	The Effect of Promotion on Customer Repurchase Intention .....	25
2.1.8	The Effect of Servicescape and Promotion on Customer Repurchase Intention .....	25
2.2	Previous Research.....	26
2.3	Hypothesis Development.....	27
2.4	Research Model .....	27
2.5	Framework of Thinking.....	28
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>		<b>30</b>
3.1.	Research Design .....	30
3.3.	Data Collection Method.....	32
3.4.	Operational Definition and Variable Measurement.....	34
3.5.	Data Analysis Method .....	37
3.5.1.	Descriptive Statistics .....	37
3.5.2	Research Instrument Test.....	39
3.5.3	Classical Assumption Test.....	41
3.5.4	Multiple Linear Regression Analysis.....	44
3.5.5	Determination Test.....	45
3.5.6	Hypothesis Test.....	46
<b>CHAPTER IV RESEARCH RESULT AND DISCUSSION .....</b>		<b>47</b>
4.1	General Review of Fritto Chicken.....	48
4.1.1	Brief Overview .....	48
4.1.2	Organizational structure .....	52
4.2	Research Result .....	54
4.2.1	Test of Research Instrument.....	54
4.2.2	Descriptive Statistics .....	57
4.2.3	Result of Data Quality Testing.....	73
4.2.4	Result of Hypothesis Testing .....	81
4.3	Discussion.....	83

<b>CHAPTER V CONCLUSION .....</b>	<b>90</b>
5.1 Conclusion .....	90
5.2 Recommendation .....	91
<b>REFERENCES .....</b>	<b>94</b>



## LIST OF FIGURE

Figure 1. 1 Revenue Data of Fritto Chicken Pemuda Branch .....	4
Figure 2. 1 Research Model .....	28
Figure 2. 2 Framework of Thinking .....	29
Figure 4. 1 Purchasing Manager and General Manager at Fritto Chicken Pemuda Branch, Medan .....	49
Figure 4. 2 Fritto Chicken Pemuda Branch, Medan .....	50
Figure 4. 3 Menu of Fritto Chicken Pemuda Branch, Medan .....	50
Figure 4. 4 Promotions at Fritto Chicken .....	51
Figure 4. 5 Promotions at Fritto Chicken .....	52
Figure 4. 6 Organizational Structure of Fritto Chicken Pemuda Branch, Medan ..	53
Figure 4. 7 Normality Test of Histograms .....	74
Figure 4. 8 Normality Test of P-P Plots .....	75
Figure 4. 9 Heteroscedasticity Test .....	78

## LIST OF TABLE

Table 1.1 Revenue Data of Fritto Chicken Pemuda Branch (January – June 2022)	4
Table 1. 2 Review Data of Fritto Chicken Pemuda Branch, Medan (2022)	5
Table 2. 1 Previous Research	26
Table 3. 1 Operational Variable Definition and Variable Measurement	34
Table 3. 2 Likert Scale	37
Table 4. 1 Test Results for the Validity of Servicescape (X1)	54
Table 4. 2 Test Results for the Validity of Promotion (X2)	55
Table 4. 3 Test Results for the Validity of Customer Repurchase Intention (Y)	56
Table 4. 4 Test Results for the Reliability of Servicescape	57
Table 4. 5 Test Results for the Reliability of Promotion	57
Table 4. 6 Test Results for the Reliability of Customer Repurchase Intention	57
Table 4. 7 Characteristics of Respondents by Gender	58
Table 4. 8 Characteristics of Respondents by Age	58
Table 4. 9 Servicescape Variable (X1) - Question 1	59
Table 4. 10 Servicescape Variable (X1) - Question 2	60
Table 4. 11 Servicescape Variable (X1) - Question 3	60
Table 4. 12 Servicescape Variable (X1) - Question 4	60
Table 4. 13 Servicescape Variable (X1) - Question 5	61
Table 4. 14 Servicescape Variable (X1) - Question 6	61
Table 4. 15 Servicescape Variable (X1) - Question 7	62
Table 4. 16 Servicescape Variable (X1) - Question 8	62
Table 4. 17 Servicescape Variable (X1) - Question 9	62
Table 4. 18 Servicescape Variable (X1) - Question 10	63
Table 4. 19 Promotion Variable (X2) - Question 1	63
Table 4. 20 Promotion Variable (X2) - Question 2	63
Table 4. 21 Promotion Variable (X2) - Question 3	64
Table 4. 22 Promotion Variable (X2) - Question 4	64
Table 4. 23 Promotion Variable (X2) - Question 5	65

Table 4. 24 Promotion Variable (X2) - Question 6.....	65
Table 4. 25 Promotion Variable (X2) - Question 7.....	65
Table 4. 26 Promotion Variable (X2) - Question 8.....	66
Table 4. 27 Customer Repurchase Intention Variable (Y) - Question 1.....	66
Table 4. 28 Customer Repurchase Intention Variable (Y) - Question 2.....	66
Table 4. 29 Customer Repurchase Intention Variable (Y) - Question 3.....	67
Table 4. 30 Customer Repurchase Intention Variable (Y) - Question 4.....	67
Table 4. 31 Customer Repurchase Intention Variable (Y) - Question 5.....	68
Table 4. 32 Customer Repurchase Intention Variable (Y) - Question 6.....	68
Table 4. 33 Customer Repurchase Intention Variable (Y) - Question 7.....	68
Table 4. 34 Customer Repurchase Intention Variable (Y) - Question 8.....	69
Table 4. 35 The Interval for Servicescape .....	69
Table 4. 36 Descriptive Statistics for Servicescape (X1).....	70
Table 4. 37 The Interval for Promotion and Customer Repurchase Intention.....	71
Table 4. 38 Descriptive Statistics for Promotion (X2).....	71
Table 4. 39 Descriptive Statistics for Customer Repurchase Intention Variable (Y) .....	72
Table 4. 40 Normality Test of Kolmogorov Smirnov.....	76
Table 4. 41 Multicollinearity Test.....	77
Table 4. 42 Heteroscedasticity Test .....	78
Table 4. 43 Multiple Linear Regression Analysis.....	79
Table 4. 44 Determination Test.....	81
Table 4. 45 Partial Test .....	81
Table 4. 46 Simultaneously Test.....	82

## LIST OF APPENDICES

APPENDIX A : QUESTIONNAIRE.....	A-1
APPENDIX B : PRE-TEST DATA TABULATION .....	B-1
APPENDIX C : SAMPLE TEST.....	C-1
APPENDIX D : OUTPUT SPSS .....	D-1
APPENDIX E : STATISTIC TABLE.....	E-1
APPENDIX F : LETTER.....	F-1
APPENDIX G : DOCUMENTATION .....	G-1
APPENDIX H : TURNITIN .....	H-1

