

## TABLE OF CONTENTS

	page
<b>COVER PAGE</b>	
<b>TITLE PAGE</b>	
<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>xi</b>
<b>LIST OF FIGURES.....</b>	<b>xv</b>
<b>LIST OF TABLES.....</b>	<b>xvi</b>
<b>LIST OF APPENDICES .....</b>	<b>xvii</b>
<b>CHAPTER I INTRODUCTION</b>	
1.1 Background of the Study.....	1
1.2 Problem Limitation .....	14
1.3 Problem Formulation.....	15
1.4 Objective of The Research .....	16
1.5 Benefit of The Research.....	16
1.5.1 Theoretical Benefit .....	16
1.5.2 Practical Benefit .....	17
<b>CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT</b>	
2.1 Theoretical Background.....	20
2.1.1 Hospitality Management .....	20
2.1.2 Food and Beverages Management .....	23

2.1.3	Bakery .....	24
	2.1.3.1 Definition of Bakery .....	24
	2.1.3.2 Sections in Patisserie .....	25
2.1.4	Brand Image .....	27
	2.1.4.1 Factors that Affect Brand Image .....	28
2.1.5	Price .....	28
	2.1.5.1 Definition of Price .....	28
	2.1.5.2 Indicator of Price .....	29
2.1.6	Product Quality .....	29
	2.1.6.1 Definition of Product Quality .....	29
	2.1.6.2 Indicator of Product Quality .....	31
2.1.7	Customer Purchase Decision .....	31
	2.1.7.1 Definition of Customer Purchase Decision .....	31
	2.1.7.2 Indicators of Customer Purchase Decision .....	33
2.2	Hypothesis Development .....	33
2.3	Previous Research .....	36
2.4	Research Model .....	43
2.5	Framework of Thinking .....	44
<b>CHAPTER III RESEARCH METHODOLOGY</b>		
3.1	Research Design .....	46
3.2	Population and Sample .....	48
3.3	Data Collection Method .....	53
3.4	Operational Variable Definition and Variable Measurement .....	55
	3.4.1 Operational Variable Definition .....	55
	3.4.2 Variable Measurement .....	57
3.5	Data Analysis Method .....	60
	3.5.1 Descriptive Analysis .....	60
	3.5.1.1 Measure of Central Tendency .....	62
	3.5.1.2 Measurement of Variability .....	64

3.5.2	Research Instrument .....	65
3.5.2.1	Validity Test .....	65
3.5.2.2	Reliability Test .....	66
3.5.3	Classical Assumption Test .....	67
3.5.3.1	Normality Test.....	67
3.5.3.2	Linearity Test .....	68
3.5.3.3	Multicollinearity Test .....	69
3.5.3.4	Heteroscedasticity Test.....	70
3.5.4	Inferential Statistics .....	71
3.5.4.1	Multiple Linear Regression .....	71
3.5.4.2	Coefficient of Determination Test.....	73
3.5.5	Hypothesis Testing .....	73

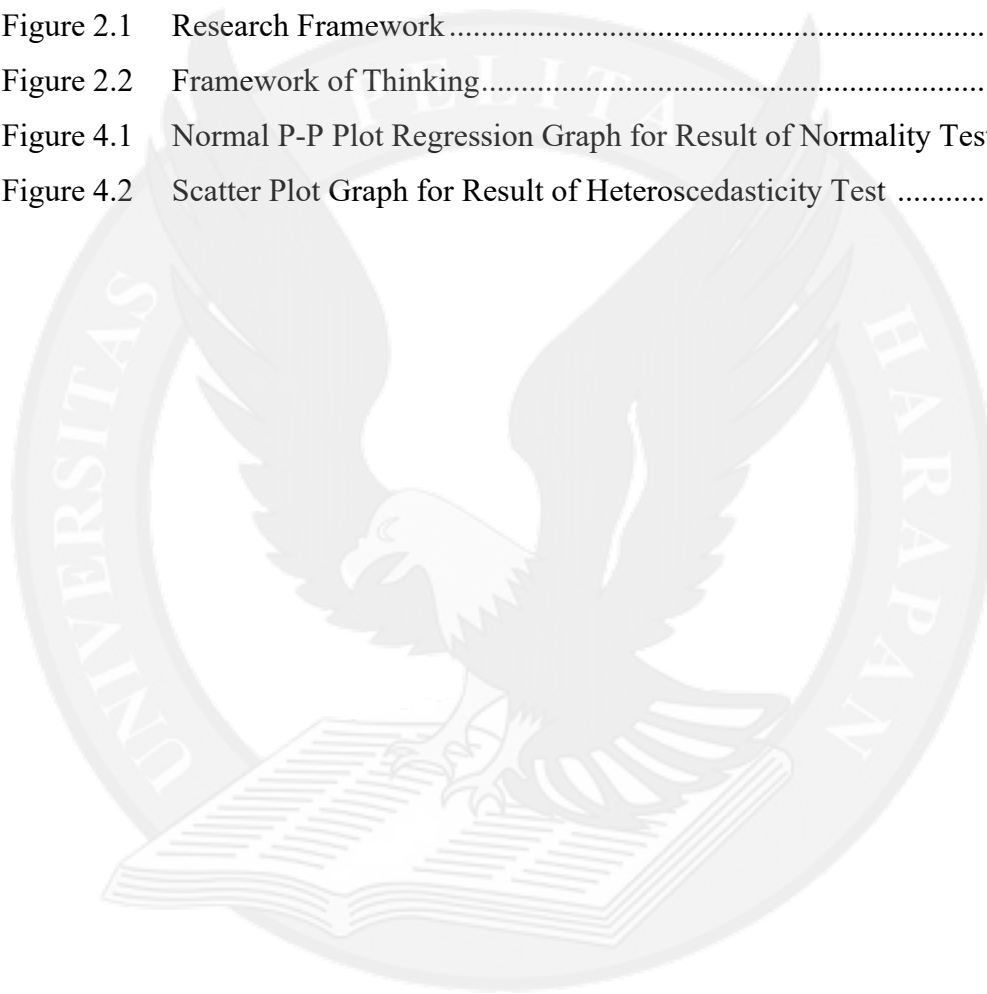
#### **CHAPTER IV RESEARCH RESULT AND DISCUSSION**

4.1	General View of Boshi Bakery Bali.....	76
4.2	Research Result .....	77
4.2.1	Descriptive Statistic.....	77
4.2.1.1	Characteristics of Respondents .....	77
4.2.1.2	Overview of Respondents .....	77
4.2.1.2.1	Overview of Customer of Boshi Bakery Bali by Gender.....	77
4.2.1.2.2	Overview of Customer of Boshi Bakery Bali by Age	78
4.2.1.3	Explanation of Respondents on Research Variables.....	78
4.2.1.3.1	Customer Purchase Decision.....	79
4.2.1.3.2	Brand Image .....	80
4.2.1.3.3	Price.....	82
4.2.1.3.4	Product Quality.....	83
4.2.1.4	Analysis Descriptive Variable.....	85
4.2.1.4.1	Respondents' Description of Boshi Bakery Bali.....	85
4.2.1.4.1.1	Respondents' Description towards Customer Purchase Decision .....	85

4.2.1.4.1.2 Respondents' Description towards Brand Image ....	87
4.2.1.4.1.3 Respondents' Description towards Price.....	89
4.2.1.4.1.4 Respondents' Description towards Product Quality	90
4.2.2 Result of Data Quality Testing .....	92
4.2.2.1 Validity Test.....	92
4.2.2.2 Reliability Test .....	94
4.2.3 Result of Classical Assumption Test.....	95
4.2.3.1 Normality Test.....	95
4.2.3.2 Multicollinearity Test.....	96
4.2.3.3 Heteroscedasticity Test.....	97
4.2.4 Regression Analysis .....	98
4.2.4.1 Multiple Linear Regression Analysis.....	98
4.2.4.2 Coefficient of Determination Test (R <sup>2</sup> ) .....	99
4.2.5 Result of Hypothesis Testing.....	100
4.2.5.1 T-Test .....	100
4.2.5.2 F-Test .....	102
4.3 Discussion .....	103
 <b>CHAPTER V CONCLUSION</b>	
5.1 Conclusion.....	108
5.2 Recommendation.....	109
 <b>REFERENCES .....</b>	 <b>114</b>

## LIST OF FIGURES

	page
Figure 1.1 Google Review of Boshi Bakery .....	12
Figure 1.2 Google Review of Boshi Bakery .....	12
Figure 1.3 Review of Boshi Bakery from Customer .....	13
Figure 2.1 Research Framework .....	43
Figure 2.2 Framework of Thinking.....	44
Figure 4.1 Normal P-P Plot Regression Graph for Result of Normality Test ..	95
Figure 4.2 Scatter Plot Graph for Result of Heteroscedasticity Test .....	97



## LIST OF TABLES

	page
Table 1.1 Sales Data of Boshi Bakery .....	9
Table 1.2 Comparison of Price .....	11
Table 2.1 Comparison of the Previous Research and Current Research .....	41
Table 3.1 Likert Scale Measurement .....	56
Table 3.2 Definition of Operational Variables .....	77
Table 4.1 Gender of Respondents .....	77
Table 4.2 Age of Respondents .....	78
Table 4.3 Degree of Assessment for Each Variable .....	79
Table 4.4 Responses from Respondents about Customer Purchase Decision ..	79
Table 4.5 Responses from Respondents about Brand Image .....	81
Table 4.6 Responses from Respondents about Price .....	82
Table 4.7 Responses from Respondents about Product Quality.....	84
Table 4.8 Distribution of Responses from Respondents about Customer Purchase Decision Variable.....	86
Table 4.9 Distribution of Responses from Respondents about Brand Image Variable .....	87
Table 4.10 Distribution of Responses from Respondents about Price Variable .....	89
Table 4.11 Distribution of Responses from Respondents about Product Quality Variable .....	90
Table 4.12 Result of Validity Test for Customer Purchase Decision.....	93
Table 4.13 Result of Validity Test for Brand Image .....	93
Table 4.14 Result of Validity Test for Price.....	93
Table 4.15 Result of Validity Test for Product Quality .....	93
Table 4.16 Result of Reliability Test.....	94
Table 4.17 Result of One Sample Kolmogorov-Smirnov Test .....	95
Table 4.18 Result of Multicollinearity Test.....	96
Table 4.19 Spearman Rho Test for Result of Heteroscedasticity Test.....	98

Table 4.20	Result of Multiple Regression Analysis .....	98
Table 4.21	Result of Coefficient of Determination Test .....	100
Table 4.22	Result of T-Test.....	101
Table 4.23	Result of F-Test .....	103



## LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE .....	A-1
APPENDIX B: DATA TABULATION .....	B-1
APPENDIX C: DESCRIPTIVE STATISTICAL ANALYSIS .....	C-1
APPENDIX D: DATA QUALITY TESTING .....	D-1
APPENDIX E: CLASSICAL ASSUMPTION TEST .....	E-1
APPENDIX F: REGRESSION ANALYSIS .....	F-1
APPENDIX G: HYPOTHESIS TESTING .....	G-1
APPENDIX H: R TABLE .....	H-1
APPENDIX I: T TABLE .....	I-1
APPENDIX J: F TABLE .....	J-1
APPENDIX K: RESEARCH PERMISSION LETTER FROM BOSHI BAKERY BALI .....	K-1
APPENDIX L: MANAGER OF BOSHI BAKERY BALI.....	L-1
APPENDIX M: FORM OF THE INTERVIEW QUESTION .....	M-1
APPENDIX N: TURNITIN REPORT .....	N-1