

# TABLE OF CONTENT

ABSTRACT .....	iv
ABSTRAK .....	v
PREFACE .....	vi
TABLE OF CONTENT .....	viii
LIST OF FIGURES.....	xii
LIST OF TABLES.....	xiii
LIST OF APPENDICES .....	xvi
CHAPTER I .....	1
1.1    Background of Study.....	1
1.2    Problem Limitation .....	5
1.3    Problem Formulation.....	6
1.4    Objective of Research .....	6
1.5    Benefit of the Research .....	7
1.5.1    Theoretical Benefit .....	7
1.5.2    Practical Benefit .....	8
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	9
2.1    Theoretical Background.....	9
2.1.1    Hospitality Management .....	9

2.1.2	Definition of Marketing.....	9
2.1.3	Electronic Word of Mouth.....	10
2.1.4	Product Quality.....	13
2.1.5	Experiential Marketing.....	16
2.1.6	Customer Purchase Decision.....	20
2.1.7	The Influence of Electronic Word of Mouth on Customer Purchase Decision.....	23
2.1.8	The Influence of Product Quality on Customer Purchase Decision.....	24
2.1.9	The Influence of Experiential Marketing on Customer Purchase Decision.....	25
2.1.10	The Influence of EWOM, Product Quality, and Experiential Marketing on Customer Purchase Decision.....	25
2.2	Previous Research.....	26
2.3	Hypothesis Development.....	28
2.4	Research Model.....	29
2.5	Framework of Thinking.....	30
CHAPTER III RESEARCH METHODOLOGY.....		31
3.1	Research Design.....	31
3.2	Population and Sample.....	31

3.2.1	Population.....	31
3.2.2	Sample .....	32
3.3	Data Collection Method .....	33
3.4	Operational Definition and Variable Measurement.....	35
3.4.1	Operational Definition.....	35
3.4.2	Variable Measurement .....	36
3.5	Data Analysis Method .....	37
3.5.1	Test of Research Instrument .....	38
3.5.2	Descriptive Statistic.....	39
3.5.3	Classical Assumption Test .....	43
3.5.4	Multi Linear Regression Analysis .....	45
3.5.5	Hypothesis Test.....	45
CHAPTER IV RESEARCH RESULT AND DISCUSSION.....		48
4.1	General View of V-Coffee, Binjai .....	48
4.1.1	Brief Overview of V-Coffee, Binjai .....	48
4.1.2	Organizational Structure.....	49
4.2	Research Result .....	52
4.2.1	Test of Research Instrument .....	52
4.2.2	Descriptive Statistics .....	55
4.2.3	Result of Data Quality Testing .....	72

4.2.4	Result of Hypothesis Testing.....	81
4.3	Discussion .....	83
CHAPTER V CONCLUSION .....		90
5.1	Conclusion.....	90
5.2	Recommendation.....	92
REFERENCES .....		94



## LIST OF FIGURES

Figure 1.1 Review from Grab .....	3
Figure 1.2 Google Review of V-Coffee .....	4
Figure 1.3 V-Coffee Instagram Page .....	5
Figure 2. 1 Research Model .....	29
Figure 2.2 Framework of Thinking .....	30
Figure 4. 1 Organizational Structure at V-Coffee, Binjai.....	49
Figure 4. 2 Normality Test of Histogram .....	74
Figure 4. 3 Normality Test of P-P Plots .....	74
Figure 4. 4 Scatterplot.....	76

## LIST OF TABLES

Table 2. 1 .....	26
Table 3. 1 Likert Scale Answer and Score.....	36
Table 3. 2 Electronic Word of Mouth.....	36
Table 3. 3 Product Quality .....	37
Table 3. 4 Experiential Marketing.....	37
Table 3. 5 Customer Purchase Decision.....	37
Table 4. 1 validity of Electronic Word of Mouth .....	53
Table 4. 2 Validity of Product Quality.....	53
Table 4. 3 Validity of Experiential Marketing.....	54
Table 4. 4 Validity of Customer Purchase Decision.....	54
Table 4. 5 Result of Reliability Test.....	55
Table 4. 6 Respondents' Characteristics based on Gender.....	56
Table 4. 7 Respondents' Characteristics based on last education .....	56
Table 4. 8 Respondents' Characteristics based on income.....	56
Table 4. 9 Respondents' Characteristics based on age .....	57
Table 4. 10 Respondents' Response on Statement 1 .....	58
Table 4. 11 Respondents' Response on Statement 2 .....	59
Table 4. 12 Respondents' Response on Statement 3 .....	59
Table 4. 13 Respondents' Response on Statement 1 .....	60
Table 4. 14 Respondents' Response on Statement 2 .....	60
Table 4. 15 Respondents' Response on Statement 3 .....	61
Table 4. 16 Respondents' Response on Statement 4 .....	61

Table 4. 17 Respondents' Response on Statement 5 .....	62
Table 4. 18 Respondents' Response on Statement 6 .....	62
Table 4. 19 Respondents' Response on Statement 7 .....	62
Table 4. 20 Respondents' Response on Statement 1 .....	63
Table 4. 21 Respondents' Response on Statement 2 .....	63
Table 4. 22 Respondents' Response on Statement 3 .....	64
Table 4. 23 Respondents' Response on Statement 4 .....	64
Table 4. 24 Respondents' Response on Statement 5 .....	65
Table 4. 25 Respondents' Response on Statement 1 .....	65
Table 4. 26 Respondents' Response on Statement 2 .....	65
Table 4. 27 Respondents' Response on Statement 3 .....	66
Table 4. 28 Interval Class .....	67
Table 4. 29 Descriptive Statistics for Electronic Word of Mouth .....	67
Table 4. 30 Descriptive Statistics for Product Quality .....	68
Table 4. 31 Descriptive Statistics for Experiential Marketing .....	69
Table 4. 32 Descriptive Statistics for Customer Purchase Decision .....	70
Table 4. 33 Normality Test of Kolmogorov-Smirnov .....	72
Table 4. 34 Multicollinearity Test .....	75
Table 4. 35 Glesjer Test .....	77
Table 4. 36 Linearity of X1 to Y .....	78
Table 4. 37 Linearity of X2 to Y .....	78
Table 4. 38 Linearity of X3 to Y .....	79
Table 4. 39 Multiple Linear Regression Analysis Result .....	79

Table 4. 40 Coefficient of Determination.....	83
Table 4. 41 T-Test Result.....	82
Table 4. 42 F-Test Result.....	83





## LIST OF APPENDICES

APPENDIX A QUESTIONNAIRE.....	A-1
APPENDIX B PRETEST DATA.....	B-1
APPENDIX C SAMPLE DATA.....	C-1
APPENDIX D SPSS.....	D-1
APPENDIX E COMPANY LETTER.....	E-1
APPENDIX F TURNITIN.....	F-1

