

TABLE OF CONTENT

Page

COVER	
TITTLE	
FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT ...i	
APPROVAL PAGE BY FINAL PAPER ADVISOR..... ii	
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE..... iii	
ABSTRACT iv	
ABSTRAK.....v	
PREFACE..... vi	
TABLE OF CONTENT..... viii	
LIST OF FIGURE xi	
LIST OF TABLE xii	
LIST OF APPENDICES xiv	
CHAPTER I INTRODUCTION.....1	
1.1 Background of the Study..... 1	
1.2 Problem Limitation..... 6	
1.3 Problem Formulation..... 6	
1.4 Objective of the Research..... 6	
1.5 Benefit of the Research 7	
1.5.1 Theoretical Benefit..... 7	
1.5.2 Practical Benefit 7	
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS	
DEVELOPMENT8	
2.1 Theoretical Background 8	
2.1.1 Brand Image 8	
2.1.1.1 Definition of Brand Image..... 8	

2.1.1.2	Importance of Brand Image.....	9
2.1.1.3	Types of Brand Image	10
2.1.1.4	How to Build a Brand Image.....	11
2.1.1.5	Indicators of Brand Image	12
2.1.2	Servicescape	13
2.1.2.1	Definition of Servicescape	13
2.1.2.2	Importance of Servicescape.....	14
2.1.2.3	Model of Servicescape	14
2.1.2.4	Aspects of Servicescape.....	15
2.1.2.5	Indicators of Servicescape	15
2.1.3	Customers Buying Interest	16
2.1.3.1	Definition of Customers Buying Interest	16
2.1.3.2	Factors affecting Buying interest.....	16
2.1.3.3	Indicator of Buying interest.....	20
2.1.5	The Influence of Brand Image on Customers Buying Interest.....	21
2.1.6	The Influence of Servicescape on Customers Buying Interest.....	22
2.1.7	The Influence of Brand Image and Servicescape on Customers Buying Interest	22
2.2	Previous Research	22
2.3	Hypothesis Development	24
2.4	Research Model	25
2.5	Framework of Thinking.....	25
CHAPTER III RESEARCH METHODOLOGY		27
3.1	Research Design	27
3.2	Population and Sample.....	27
3.2.1	Population.....	27

3.2.2	Sample	28
3.3	Data Collection Method	29
3.4	Operational Variable and Variable Measurement	30
3.5	Data Analysis Method	32
3.5.1	Descriptive Statistics	32
3.5.2.1	Validity Test	35
3.5.2.2	Reliability Test	36
3.5.3	Classical Assumption Test	36
3.5.3.1	Normality Test.....	36
3.5.3.2	Multicollinearity Test	37
3.5.3.3	Heteroscedasticity Test.....	38
3.5.3.4	Linearity Tests	39
3.5.4	Multiple Linear Regression Analysis	39
3.5.5	Coefficient Determination Test	40
3.5.6	Hypothesis0Test.....	40
3.5.6.1	Partial (t Test)	40
3.5.6.2	F test.....	41
CHAPTER IV RESEARCH RESULT AND DISCUSSION		43
4.1	General View of Ya Kun Kaya Toast.....	43
4.1.1	Brief Overview	43
4.2	Research Result	45
4.2.1	Test of Research Instrument.....	45
4.2.1.1	Validity test	46
4.2.1.2	Reliability test.....	48
4.2.2	Descriptive Statistics	49

4.2.2.1 Respondent Characteristics	49
4.2.2.2 Explanation of Respondents' Answer on Research Variables	50
4.2.2.3 Mean, Median, Mode, Variance and Standard Deviation .	57
4.2.3 Result of Data Quality Testing	59
4.2.3.1 Classical Assumption Test	59
4.2.3.2 Multiple Linear Regression Analysis	61
4.2.3.3 Determination Test	65
4.2.4 Result of Hypothesis Testing	66
4.2.4.1 Partial Test (t Test)	66
4.2.4.2 Simultaneous Test (F Test).....	67
4.3 Discussion	67
BAB V CONCLUSION	71
5.1 Conclusion.....	71
5.2 Recommendation.....	72
REFERENCES.....	71

LIST OF FIGURE

Figure 1. 1 Ya Kun Kaya Toast Sun Plaza.....	2
Figure 1. 2 Sales Data at Ya Kun Kaya Toast Sun Plaza (2021-2022).....	3
Figure 1. 3 Rating at Ya Kun Kaya Toast Sun Plaza (2021-2022).....	4
Figure 1. 4 Google Review at Ya Kun Kaya Toast Sun Plaza (2021-2022).....	5
Figure 2. 1 Research Model	25
Figure 2. 2 Framework of Thinking.....	26
Figure 4. 1 Organizational Structure of Ya Kun Kaya Toast.....	44
Figure 4. 2 Characteristics based on gender.....	49
Figure 4. 3 Characteristics Based on Age	49
Figure 4.4 Normality Test Histograms	60
Figure 4.5 Normality Test of P-P Plots.....	61
Figure 4.6 Heteroscedasticity Test.....	62

LIST OF TABLE

Table 2. 1. Previous Research	22
Table 3. 1 Likert Scale	30
Table 3.2 Operational Variable Brand Image (X_1)	31
Table 3.3 Operational Variable Servicescape (X_2)	32
Table 3.4 Operational Variable Buying Interest (Y).....	32
Table 4.1 Validity Test Results of Brand Image (X_1).....	46
Table 4. 2 Validity Test Results of Servicescape (X_2).....	47
Table 4.3 Validity Test Results of Customers Buying Interest (Y)	47
Table 4. 4 Reliability Test Results for Brand Image (X_1).....	48
Table 4. 5 Reliability Test Results for Servicescape (X_2).....	48
Table 4. 6 Reliability Test Results for Customers Buying Interest (Y).....	48
Table 4. 7 Brand Image Variable (X_1) - Statement 1	50
Table 4. 8 Brand Image Variable (X_1) - Statement 2.....	50
Table 4. 9 Brand Image Variable (X_1) - Statement 3.....	51
Table 4. 10 Brand Image Variable (X_1) - Statement 4.....	51
Table 4. 11 Brand Image Variable (X_1) - Statement 5.....	51
Table 4. 12 Brand Image Variable (X_1) - Statement 6.....	52
Table 4. 13 Servicescape Variable (X_2) - Statement 1	52
Table 4. 14 Servicescape Variable (X_2) - Statement 2.....	52
Table 4. 15 Servicescape Variable (X_2) - Statement 3.....	53
Table 4. 16 Brand Image Variable (X_2) - Statement 4.....	53
Table 4. 17 Servicescape Variable (X_2) - Statement 5.....	53
Table 4. 18 Servicescape Variable (X_2) - Statement 6.....	54
Table 4. 19 Customers Buying Interest Variable (Y) - Statement 1	54
Table 4. 20 Customers Buying Interest Variable (Y) - Statement 2	54
Table 4. 21 Customers Buying Interest Variable (Y) - Statement 3	55
Table 4. 22 Customers Buying Interest Variable (Y)- Statement 4.....	55
Table 4. 23 Customers Buying Interest Variable (Y) - Statement 5	55

Table 4. 24 Customers Buying Interest Variable (Y) - Statement 6	56
Table 4. 25 Customers Buying Interest Variable (Y) - Statement 7	56
Table 4. 26 Customers Buying Interest Variable (Y) - Statement 8	56
Table 4. 27 Measurement Score of Descriptive Statistics.....	57
Table 4. 28 Descriptive Statistics	57
Table 4. 29 The Class for Variable	58
Table 4. 30 Descriptive Statistics for Variable	58
Table 4. 31 Normality Test of Kolmogorov Smirnov	60
Table 4.32 Multicollinearity Test.....	62
Table 4.33 Heteroscedasticity Test	63
Table 4.34 Linearity Test	63
Table 4.35 Linearity Test	64
Table 4.36 Multiple Linear Regression Analysis.....	64
Table 4.37 Determination Test.....	65
Table 4.38 Partial Test	66
Table 4.39 Simultaneously Test.....	67

LIST OF APPENDICES

Appendix A <i>Kuesioner Penelitian</i>	A-1
Appendix B Tabulation Pretest Data	B-1
Appendix C Tabulation Full Sampling Data	C-1
Appendix D Full Sampling Quality Analysis using SPSS 26.00.....	D-1
Appendix E Data Calculation Result Using SPSS 26.00.....	E-1
Appendix F Research Model Testing.....	F-1
Appendix G Hypothesis Analysis.....	G-1
Appendix H Statistic R, F AND T.....	H-1
Appendix I Letter	I-1
Appendix J Turnitin Report.....	J-1

