

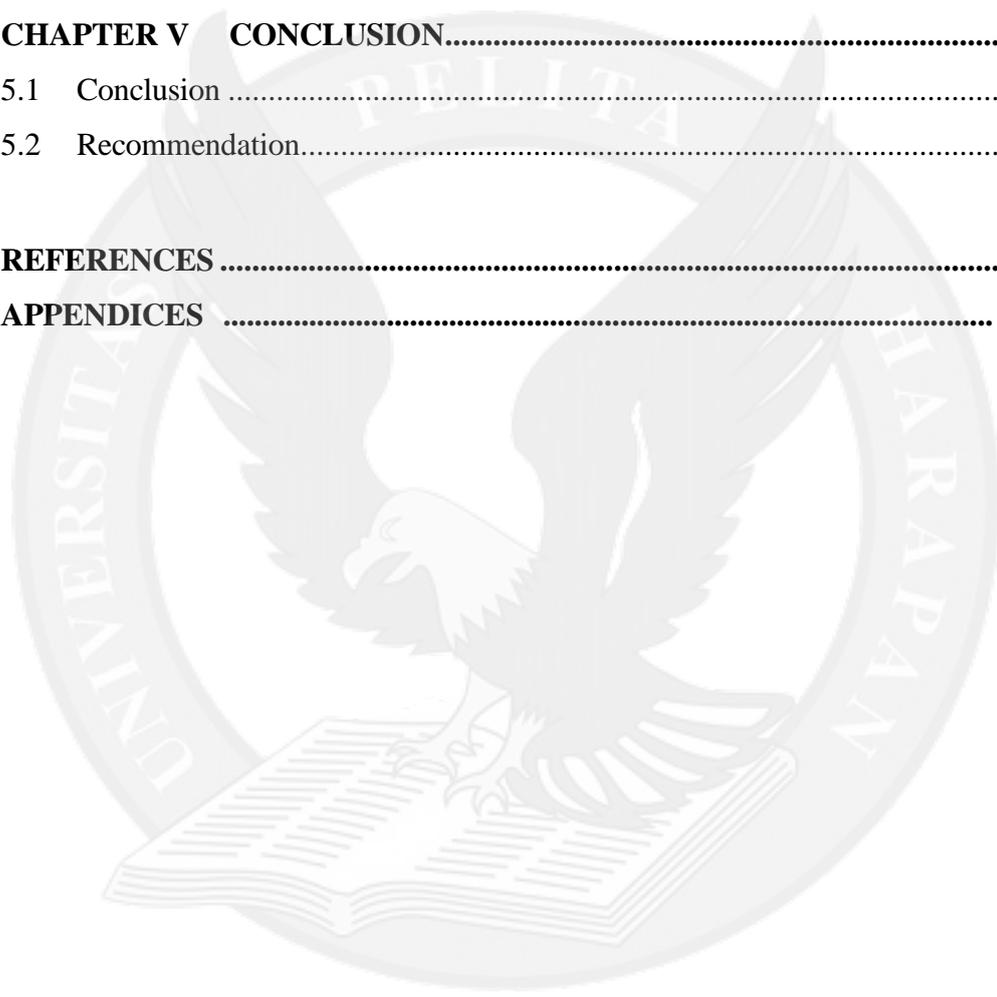
## TABLE OF CONTENTS

<b>COVER PAGE</b>	
<b>TITTLE PAGE</b>	
<b>DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT .....</b>	<b>Error! Bookmark not defined.</b>
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR.....</b>	<b>iii</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>x</b>
<b>LIST OF FIGURES .....</b>	<b>xiv</b>
<b>LIST OF TABLES .....</b>	<b>xv</b>
<b>LIST OF APPENDICES.....</b>	<b>xviii</b>
<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
1.1 Background of the Study .....	1
1.2 Problem Limitation .....	8
1.3 Problem Formulation .....	9
1.4 Objective of the Research .....	9
1.5 Benefit of the Research .....	10
1.5.1 Theoretical Benefit.....	10
1.5.2 Practical Benefit .....	10
<b>CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT .....</b>	<b>12</b>
2.1 Theoretical Background.....	12
2.1.1 Hospitality Management .....	12
2.1.2 Hospitality Industry.....	13
2.1.3 Restaurant industry.....	14
2.1.3.1 Definition of Restaurant Industry .....	14

2.1.4	Brand Image.....	15
2.1.4.1	Definition of Brand Image.....	15
2.1.4.2	Brand Image Shaping Factors.....	16
2.1.4.3	Indicator of Brand Image.....	18
2.1.5	Brand Awareness.....	20
2.1.5.1	Definition of Brand Awareness.....	20
2.1.5.2	Value of Brand Awareness.....	22
2.1.5.3	Brand Awareness Levels.....	22
2.1.5.4	Indicators of Brand Awareness.....	24
2.1.6	Physical Environment (Store Atmosphere).....	25
2.1.6.1	Definition of Physical Environment (Store Atmosphere) .	25
2.1.6.2	Factor of Physical Environment (Store Atmosphere).....	26
2.1.7	Customer Retention.....	28
2.1.7.1	Definition of Customer Retention.....	28
2.1.7.2	Indicators of Customer Retention.....	29
2.1.8	Relationship between Brand Image and Customer Retention.....	32
2.1.9	Relationship between Brand Awareness and Customer Retention..	33
2.1.10	Relationship between Physical Environment (Store Atmosphere) and Customer Retention.....	34
2.2	Previous Research.....	34
2.3	Hypothesis Development.....	35
2.4	Research Model.....	36
2.5	Framework of Thinking.....	38
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>		<b>39</b>
3.1	Research Design.....	39
3.2	Population and Sample.....	40
3.2.1	Population.....	40
3.2.2	Sample.....	41
3.3	Data Collection Method.....	42
3.3.1	Primary Data.....	43
3.3.2	Secondary Data.....	46
3.4	Operational Variable Definition and Variable Measurement.....	46

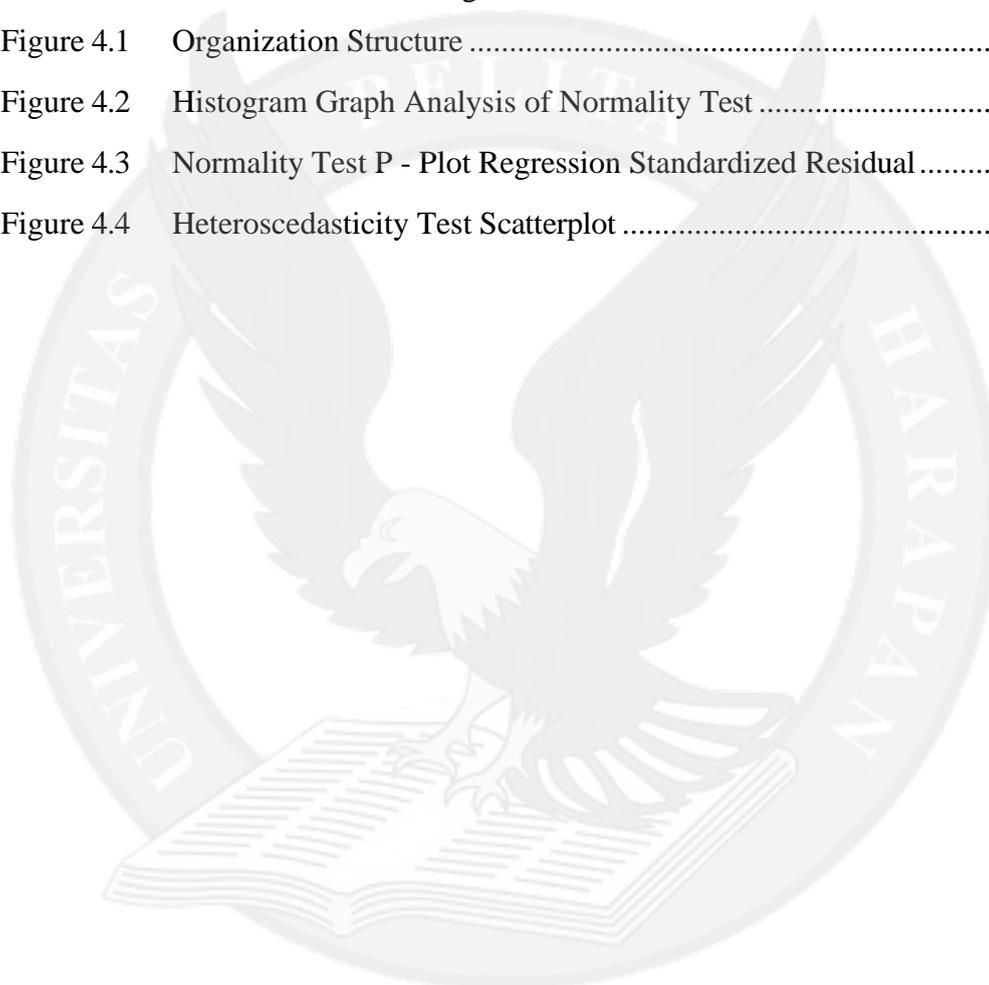
3.4.1	Operational Variable Definition.....	46
3.4.2	Variable Measurement .....	47
3.5	Data Analysis Method.....	48
3.5.1	Descriptive Statistics .....	48
3.5.2	Test of Research Instrument.....	51
3.5.2.1	Validity Test.....	51
3.5.2.2	Reliability Test.....	52
3.5.3	Classic Assumption Test.....	54
3.5.3.1	Normality Test .....	54
3.5.3.2	Multicollinearity Test.....	54
3.5.3.3	Heteroscedasticity Test .....	55
3.5.3.4	Multiple Linear Regression.....	56
3.5.3.5	Hypothesis Test.....	57
<b>CHAPTER IV RESEARCH RESULT AND DISCUSSION .....</b>		<b>61</b>
4.1	General View of "Hai Kou Huo Guo" .....	61
4.1.1	Brief Overview.....	61
4.1.2	Organization Structure of Hai Kou Huo Guo.....	62
4.2	Research Result.....	65
4.2.1	Test of Research Instrument.....	65
4.2.1.1	Validity Test.....	65
4.2.1.2	Reliability Test.....	67
4.2.2	Descriptive Statistics .....	68
4.2.2.1	Respondent Characteristics .....	68
4.2.2.2	Explanation of Respondent Answer on Research Variable.....	70
4.2.2.3	Mean, Median, Mode, Std. Deviation, and Variance on Research Variable.....	91
4.2.3	Result of Classical Assumption Test.....	95
4.2.3.1	Normality Test .....	95
4.2.3.2	Multicollinearity Test.....	97
4.2.3.3	Heteroscedasticity Test .....	98

4.2.4	Result of Multiple Linear Regression Analysis Test .....	100
4.2.5	Result of Hypothesis Testing .....	101
4.2.5.1	F – Test .....	101
4.2.5.2	T – Test .....	102
4.2.6	Result of Coefficient of Determination Test.....	103
4.3	Discussion .....	103
<b>CHAPTER V CONCLUSION.....</b>		<b>108</b>
5.1	Conclusion .....	108
5.2	Recommendation.....	109
<b>REFERENCES .....</b>		<b>113</b>
<b>APPENDICES .....</b>		<b>A-1</b>



## LIST OF FIGURES

	page
Figure 2.1 The 4 Levels of Brand Awareness .....	22
Figure 2.2 Research Model.....	35
Table 2.3 Framework of Thinking .....	37
Figure 4.1 Organization Structure .....	61
Figure 4.2 Histogram Graph Analysis of Normality Test .....	95
Figure 4.3 Normality Test P - Plot Regression Standardized Residual .....	95
Figure 4.4 Heteroscedasticity Test Scatterplot .....	97



## LIST OF TABLES

	page
Table 1.1	Hot Pot Restaurant in Medan..... 3
Table 2.1	Previous Research Summary ..... 34
Table 3.1	5–Points Likert Scale Measurement..... 43
Table 3.2	Operational Variable X1, X2, X3, and Y..... 44
Table 3.3	Variable Measurement X1, X2, X3, and Y..... 47
Table 3.4	Validity Test Scale Measurement ..... 51
Table 3.5	Cronbach’s Alpha Reliability Scale Measurement ..... 52
Table 4.1	Validity Test for Brand Image (X1)..... 64
Table 4.2	Validity Test for Brand Awareness (X2) ..... 65
Table 4.3	Validity Test for Physical Environment (X3) ..... 65
Table 4.4	Validity Test for Customer Retention (Y) ..... 66
Table 4.5	Reliability Test for Each Variables ..... 67
Table 4.6	Characteristics based on Gender ..... 68
Table 4.7	Characteristics based on Age ..... 68
Table 4.8	Hai Kou Huo Guo is well-known and a memorable brand in Medan..... 70
Table 4.9	Hai Kou Huo Guo offers trustworthy products to customer 70
Table 4.10	Hai Kou Huo Guo deliver high quality products and services ..... 71
Table 4.11	Hai Kou Huo Guo has a positive image from customers..... 72
Table 4.12	Hai Kou Huo Guo can adjust product quality to meet the customer expectation..... 72
Table 4.13	Customers are exposed to Hai Kou Huo Guo’s social media activities, such as Instagram post and story ..... 73
Table 4.14	Hai Kou Huo Guo has a unique characteristic that can be distinguished from other brands..... 74
Table 4.15	Hai Kou Huo Guo offer attractive promos and discounts.... 75

Table 4.16	Hai Kou Huo Guo is my option when considering hotpot restaurant.....	76
Table 4.17	Hai Kou Huo Guo is my favourite spot to dine-in with my family .....	76
Table 4.18	Hai Kou Huo Guo offer a variety of food choice to suit customer's taste.....	77
Table 4.19	Hai Kou Huo Guo creates interesting experience and entertainment to consumers.....	78
Table 4.20	Hai Kou Huo Guo offer fresh and delicious cuisine .....	78
Table 4.21	Hai Kou Huo Guo offer refreshment and special treats.....	79
Table 4.22	Hai Kou Huo Guo provide various option of soups and dipping sauce.....	80
Table 4.23	Hai Kou Huo Guo provide dishes with perfect amount of portion .....	80
Table 4.24	Hai Kou Huo Guo has ideal lighting which creates cozy experience .....	81
Table 4.25	Hai Kou Huo Guo play nice music which makes customer feel relaxed.....	82
Table 4.26	The room temperature of Hai Kou Huo Guo makes customers feel at ease.....	82
Table 4.27	Hai Kou Huo Guo restaurant looks clean and attractive.....	83
Table 4.28	Hai Kou Huo Guo has an attractive building interior .....	84
Table 4.29	Hai Kou Huo Guo has a comfortable sitting arrangement... ..	84
Table 4.30	Hai Kou Huo Guo has a comfortable store atmosphere.....	85
Table 4.31	Employee of Hai Kou Huo Guo are neat and well-dressed. ..	86
Table 4.32	I would like to visit Hai Kou Huo Guo again next time .....	87
Table 4.33	I would like to try buying different products at Hai Kou Huo Guo.....	87
Table 4.34	I feel comfortable dining in Hai Kou Huo Guo .....	88
Table 4.35	I prefer dining in Hai Kou Huo Guo than other brands .....	89

Table 4.36	I would recommend my friends or family to Hai Kou Huo Guo.....	89
Table 4.37	I would give positive personal review of Hai Kou Huo Guo products to my friends or family .....	90
Table 4.38	Interval Range of Question per Variable .....	91
Table 4.39	Mean, Median, Mode, Std. Deviation and Variance for Brand Image.....	91
Table 4.40	Mean, Median, Mode, Std. Deviation and Variance for Brand Awareness .....	92
Table 4.41	Mean, Median, Mode, Std. Deviation and Variance for Physical Environment (Store Atmosphere).....	93
Table 4.42	Mean, Median, Mode, Std. Deviation and Variance for Customer Retention.....	93
Table 4.43	One Sample Kolmogorov-Smirnov Test.....	96
Table 4.44	Multicollinearity Test.....	96
Table 4.45	Glejser Test Heteroscedasticity Test.....	98
Table 4.46	Multiple Linear Regression Test.....	99
Table 4.47	F- Test .....	100
Table 4.48	T- Test .....	101
Table 4.49	Coefficient of Determination .....	102

## LIST OF APPENDICES

APPENDIX A : QUESTIONNAIRE.....	A-1
APPENDIX B : DATA OF RESPONDENT'S ANSWERS FROM QUESTIONNAIRE .....	B-1
APPENDIX C : SPSS OUTPUT.....	C-1
APPENDIX D : DESCRIPTIVE STATISTICS.....	D-1
APPENDIX E : CLASSICAL ASSUMPTION TEST .....	E-1
APPENDIX F : HYPOTHESIS TEST .....	F-1
APPENDIX G : CONFIRMATION LETTER.....	G-1
APPENDIX H : HAI KOU HUO GUO SOCIAL MEDIA.....	H-1
APPENDIX I : HAI KOU HUO GUO FEEDBACK FORM.....	I-1
APPENDIX J : COMPARISON OF VALIDITY & RELIABILITY TEST OF HAI KOU HUO GUO & LAO LAO HUO GUO .....	J-1
APPENDIX K : HAI KOU HUO GUO LOCATION DOCUMENTATION & MENU RECOMMENDATION .....	K-1
APPENDIX L : DOCUMENTATION SESSION WITH HAI KOU HUO GUO REPRESENTATIVE .....	L-4
APPENDIX M : TURNITIN RESULT .....	M-1