

I. TABLE OF CONTENTS

	page
COVER PAGE	
TITLE PAGE	
DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT.....	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	v
ABSTRACT	vi
ABSTRAK	vii
PREFACE	viii
TABLE OF CONTENTS.....	x
LIST OF FIGURES	xiv
LIST OF TABLES	xv
LIST OF APPENDICES.....	xvi

CHAPTER I INTRODUCTION

1.1 Background of the Study	1
1.2 Problem Limitation.....	6
1.3 Problem Formulation	6
1.4 Objective of The Research.....	7
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

2.1 Theoretical Background.....	10
2.1.1 Hospitality Management.....	10
2.1.2 Food and Beverage	13

2.1.3	Fast Food.....	14
2.1.3.1	Definition of Fast Food	14
2.1.4	Brand Image.....	14
2.1.4.1	Definition of Brand Image	14
2.1.5.1	Factors that affect Brand Image	15
2.1.5	Product Quality	17
2.1.5.1	Definition of Product Quality.....	17
2.1.5.1	Factors that affect Product Quality	18
2.1.6	Customer Purchase Decision	18
2.1.6.1	Definition of Customer Purchase Decision	18
2.1.5.1	Indicators of Customer Purchase Decision	18
2.2	Hypothesis Development.....	20
2.2.1	Relationship between Brand Image toward Customer Purchase Decision.....	20
2.2.2	Relationship between Product Quality toward Customer Purchase Decision.....	21
2.2.3	Relationship between Brand Image and Product Quality toward Customer Purchase Decision.....	21
2.3	Previous Research.....	22
2.4	Research Model	24
2.5	Framework of Thinking	25

CHAPTER III RESEARCH METHODOLOGY

3.1	Research Design	27
3.2	Population and Sample	29
3.2.1	Population	29
3.2.2	Sample.....	29
3.3	Data Collection Method.....	31
3.4	Operational Variable Definition and Variable Measurement	33
3.4.1	Operational Variable Definition	33
3.4.2	Variable Measurement	35
3.5	Data Analysis Method	36

3.5.1	Descriptive Statistical Analysis.....	36
3.5.2	Research Instrument Test.....	38
3.5.2.1	Validity Test.....	39
3.5.2.2	Reliability Test	40
3.5.3	Classical Assumption Test	40
3.5.3.1	Normality Test	40
3.5.3.2	Linearity Test	41
3.5.3.3	Multicollinearity Test.....	42
3.5.3.4	Heteroscedasticity Test	43
3.5.4	Inferential Statistic	43
3.5.4.1	Multiple Linear Regression.....	44
3.5.4.2	Coefficient of Determination Test	44
3.5.5	Hypothesis Testing.....	45
3.5.5.1	T-statistic.....	45
3.5.5.2	F-test.....	46

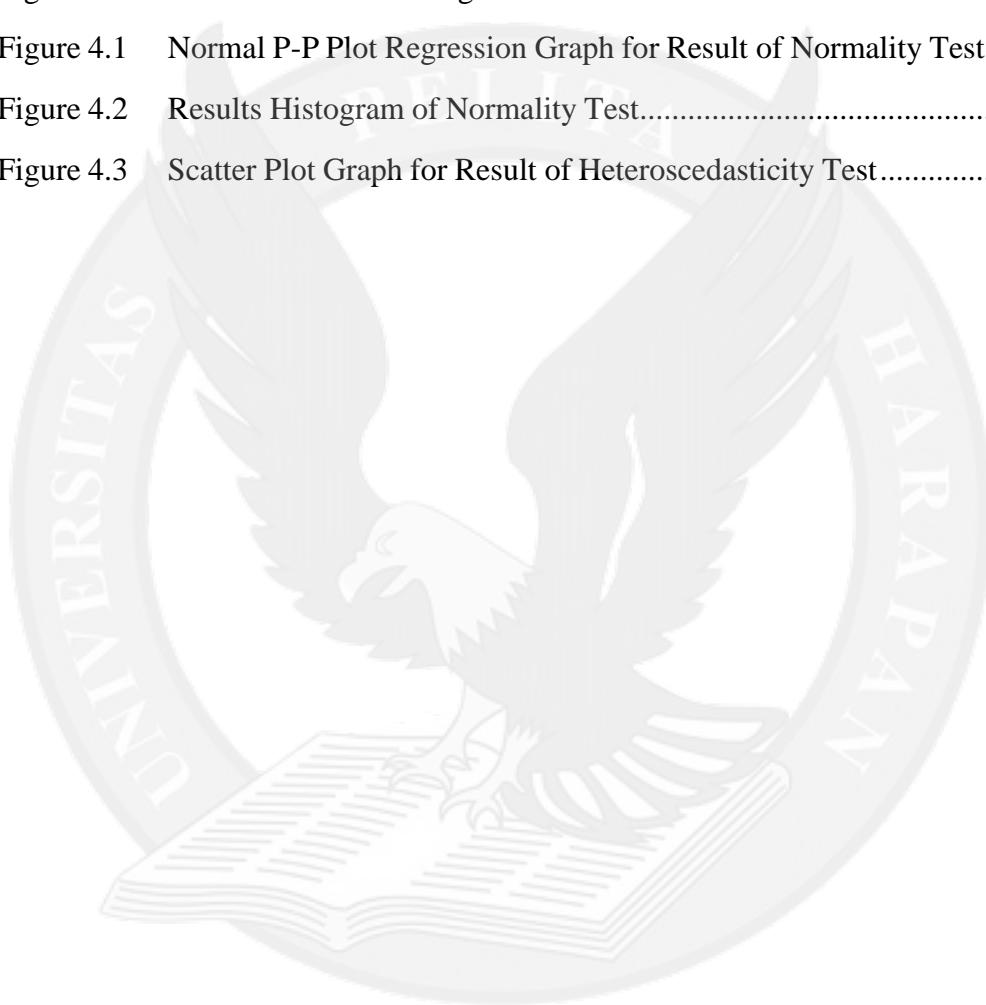
CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1	General View Of “Research Object”	48
4.2	Research Result	49
4.2.1	Descriptive Statistic	49
4.2.1.1	Characteristic of Respondents.....	49
4.2.1.2	Overview of the Respondents	49
4.2.1.2.1	Overview of Customer of Shihlin by Gender.....	49
4.2.1.2.2	Overview of Customer of Shihlin by Age	50
4.2.1.3	Explanation of Respondents on Research Variables.....	50
4.2.1.3.1	Customer Purchase.....	51
4.2.1.3.2	Brand Image	52
4.2.1.3.3	Product Quality	54
4.2.1.4	Analysis Descriptive Variable.....	55

4.2.1.4.1 Respondents Description of Shihlin.....	55
4.2.1.4.1.1 Respondents Description towards Customer Purchase Decision.....	55
4.2.1.4.1.2 Respondents Description towards Brand Image	58
4.2.1.4.1.1 Respondents Description towards Product Quality	59
4.2.2 Result of Data Quality Testing	62
4.2.2.1 Validity Test	62
4.2.2.2 Reliability Test	63
4.2.3 Result of Classical Assumption Test	64
4.2.3.1 Normality Test.....	64
4.2.3.2 Multicollinearity Test.....	66
4.2.3.3 Heteroscedasticity Test	67
4.2.4 Regression Analysis.....	68
4.2.4.1 Multiple Linear Regression Analysis.....	68
4.2.4.2 Coefficient of Determination Test	69
4.2.5 Result of Hypothesis Testing	70
4.2.5.1 T-Test	70
4.2.5.2 F-Test	71
4.3 Discussion.....	72
CHAPTER V CONCLUSION	
5.1 Conclusion	76
5.2 Recommendation	77
REFERENCES.....	80

LIST OF FIGURES

	page
Figure 1.1 Google and Gojek Review of Shihlin	5
Figure 2.1 Research Framework	24
Figure 2.2 Framework of Thinking	24
Figure 4.1 Normal P-P Plot Regression Graph for Result of Normality Test	65
Figure 4.2 Results Histogram of Normality Test.....	65
Figure 4.3 Scatter Plot Graph for Result of Heteroscedasticity Test.....	67



LIST OF TABLES

	page
Table 1.1 Brand Index of Shihlin.....	2
Table 3.1 Definition of Operational Variable	34
Table 3.2 Likert Scale Measurement	35
Table 4.1 Gender of Respondents	49
Table 4.2 Age of Respondents	50
Table 4.3 Degree of Assessment for Each Variable	51
Table 4.4 Responses from Respondents about Customer Purchase Decision ..	51
Table 4.5 Responses from Respondents about Brand Image.....	53
Table 4.6 Responses from Respondents about Product Quality	54
Table 4.7 Distribution of Responses from Respondents about Customer Purchase Decision Variable	56
Table 4.8 Distribution of Responses from Respondents about Brand Image Variable.....	58
Table 4.9 Distribution of Responses from Respondents about Product Quality Variable.....	59
Table 4.10 Result of Validity Test for Customer Purchase Decision	62
Table 4.11 Result of Validity Test for Brand Image	62
Table 4.12 Result of Validity Test for Product Quality	63
Table 4.13 Result of Reliability Test	64
Table 4.14 Result of One Sample Kolmogorov-Smirnov Test	65
Table 4.15 Result of Multicollinearity Test	67
Table 4.16 Spearman Rho Test for Result of Heteroscedasticity Test	68
Table 4.17 Result of Multiple Regression Analysis.....	68
Table 4.18 Result of Coefficient of Determination Test	69
Table 4.19 Result of T-Test.....	71
Table 4.20 Result of F-Test.....	72

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: TURNITIN REPORT	H-1

