

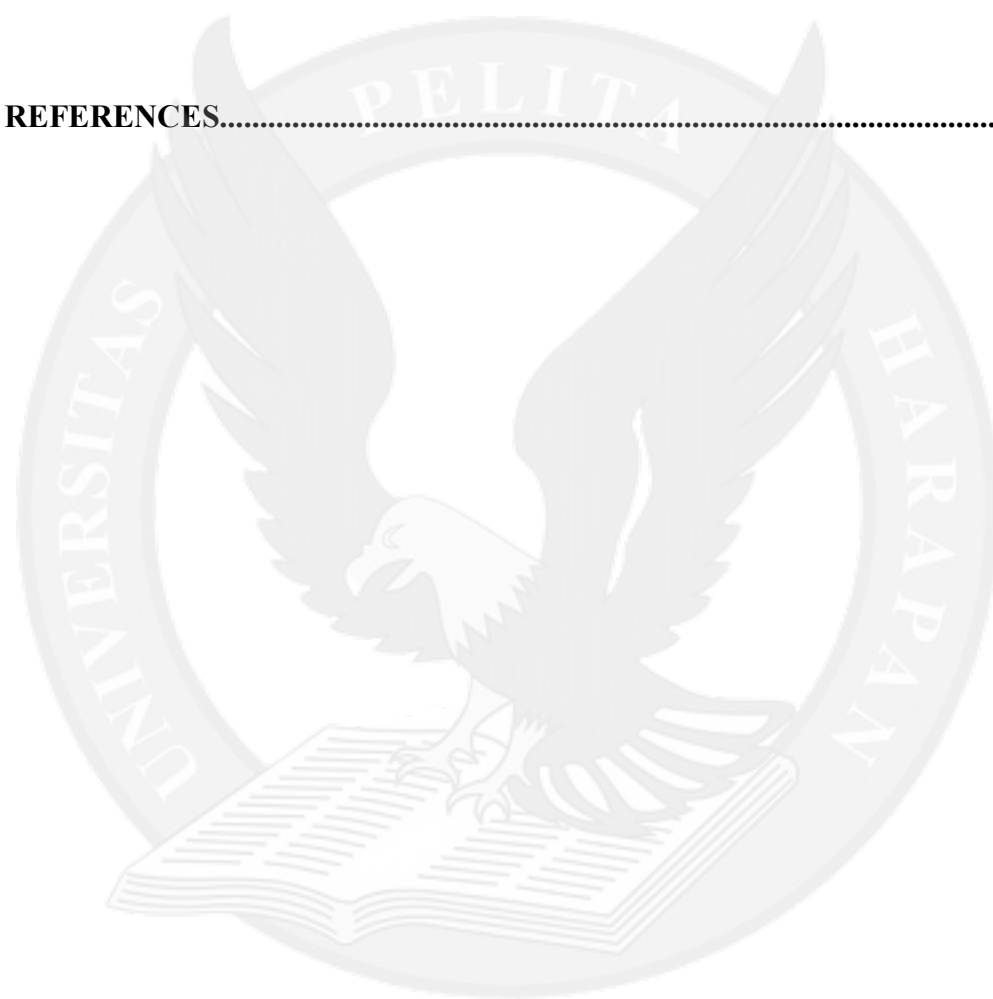
TABLE OF CONTENTS

	Page
TITLE PAGE.....	i
FINALMENT STATEMENT AND UPLOAD AGREEMEN.....	iii
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	iv
ABSTRACT.....	v
ABSTRAK.....	vi
PREFACE.....	vii
TABLE OF CONTENTS.....	x
LIST OF TABLES.....	xv
LIST OF FIGURES.....	xvii
LIST OF APPENDICES.....	xviii
CHAPTER I INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.2 Problem Limitation.....	6
1.3 Problem Formulations.....	7
1.4 Objective of the Research.....	7
1.5 Benefit of the Research.....	8
1.5.1 Theoretical Benefit.....	8
1.5.2 Practical Benefit.....	8
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS	

DEVELOPMENT.....	9
2.1 Theoretical Background.....	9
2.1.1 Theory of Hospitality.....	9
2.1.2 Food & Beverages.....	10
2.1.3 Restaurant.....	11
2.1.4 Service.....	11
2.1.4.1 Service Definition.....	11
2.1.4.2 Service Indicators.....	12
2.1.5 Product Quality.....	13
2.1.5.1 Product Quality Definition.....	13
2.1.5.2 Product Quality Indicators.....	14
2.1.6 Brand Image.....	15
2.1.6.1 Brand Image Definition.....	15
2.1.6.2 Brand Image Indicators.....	16
2.1.7 Customer Loyalty.....	16
2.1.7.1 Customer Loyalty Definition.....	16
2.1.7.2 Customer Loyalty Factors.....	17
2.1.8 Customer Loyalty Indicators.....	18
2.1.9 Relationship between service quality, product quality, and brand image toward customer loyalty.....	19
2.2 Previous Research.....	20
2.3 Hypothesis Development.....	21
2.4 Research Model.....	22
2.5 Framework Theoretical.....	23
CHAPTER III RESEARCH METHODOLOGY.....	25
3.1 Research Design..... xi.....	25

3.2 Population and Sample.....	26
3.2.1 Population.....	26
3.2.2 Sample.....	26
3.2.3 Sampling Techniques.....	27
3.3 Data Collection Method.....	28
3.4 Operational Definition and Measurement Variables.....	29
3.5 Data Analysis Meth.....	32
3.5.1 Research Instrument Test.....	32
3.5.1.1 Vailidity Test.....	33
3.5.1.2 Realibility Test.....	34
3.5.2 Assumption Classic Test.....	35
3.5.2.1 Normality Test.....	35
3.5.2.2 Multicollinearity Test.....	36
3.5.2.3 Linearity Test.....	37
3.5.2.4 Heteroscedasticity test.....	38
3.5.3 Descriptive Statistics.....	38
3.5.4 Data Analysis.....	41
3.5.4.1 Partial (t-test).....	42
3.5.4.2 Simultaneous (F-test).....	42
3.5.4.3 Multiple Linear Regression.....	43
3.5.4.4 Determination Test (Adjusted R ²).....	44
CHAPTER IV RESEARCH RESULT AND DISCUSSION.....	46
4.1 General Views.....	46
4.1.1 Company Profile (History Background).....	46
4.1.1.1 Vision.....	47

4.2.7 F-Test.....	73
4.3 Discussion.....	74
CHAPTER V CONCLUSION.....	77
5.1 Conclusion.....	77
5.2 Recommendation.....	78
REFERENCES.....	81



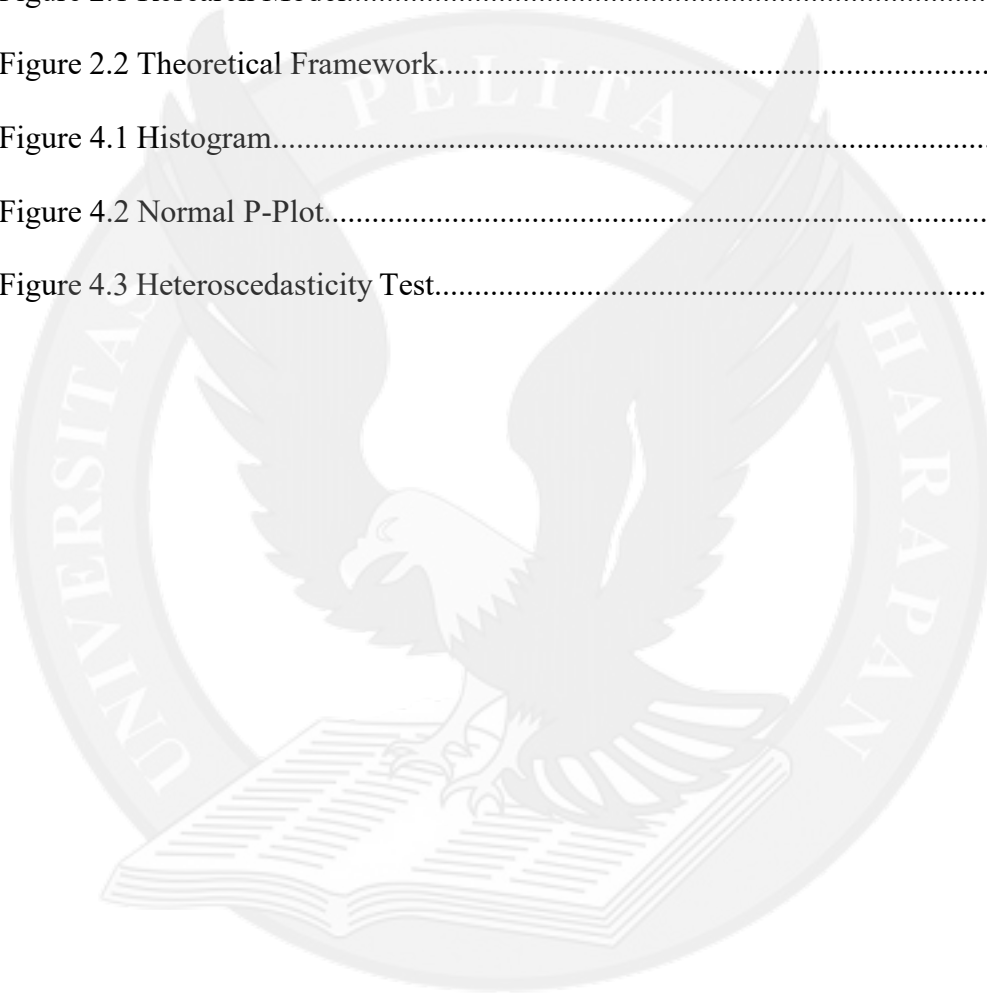
LIST OF TABLES

	Page
Table 2.1 Previous Research.....	20
Table 3.1 Definition of Operational Variables.....	29
Table 3.2 List of Scores in Likert Scale.....	31
Table 3.3 Cronbach's Alpha Level of Reliability.....	34
Table 4.1 Overview by Age Age.....	49
Table 4.2 Overview by Gender Gender.....	50
Table 4.3 Likert Scale.....	50
Table 4.4 Respondents' Description Based on Service Quality.....	51
Table 4.5 Tangibles.....	51
Table 4.6 Reliability.....	52
Table 4.7 Responsiveness.....	52
Table 4.8 Assurance.....	53
Table 4.9 Empathy.....	54
Table 4.10 Statistics.....	54
Table 4.11 Credibility.....	55
Table 4.12 Perceived Value.....	55
Table 4.13 Durable.....	56
Table 4.14 Statistics.....	56
Table 4.15 Value.....	57
Table 4.16 Strength.....	57

Table 4.17 Uniqueness.....	58
Table 4.18 Statistics.....	59
Table 4.19 Repurchase.....	59
Table 4.20 Habit of using the Brand.....	60
Table 4.21 Like the Brand.....	60
Table 4.22 Provisions on the Brand.....	61
Table 4.23 Belief that certain brands are the best brands.....	62
Table 4.24 Recommend brand to others.....	62
Table 4.25 Validity Test of Service Quality (X1).....	63
Table 4.26 Validity Test of Product Quality (X2).....	64
Table 4.27 Validity Test of Brand Image (X3).....	64
Table 4.28 Validity Test of Customer Loyalty (Y).....	64
Table 4.29 Reliability Test.....	65
Table 4.30 One-Sample Kolmogorov-Smirnov Test.....	67
Table 4.31 Heteroscedasticity Test.....	68
Table 4.32 Multicollinearity Test.....	69
Table 4.33 Multiple Linear Regression Analysis Test.....	70
Table 4.34 Coefficient of Determination Test.....	71
Table 4.35 T-test.....	72
Table 4.36 F-test.....	73

LIST OF FIGURES

	Page
Figure 1.1 Google Review of Kopi Soe Medan.....	4
Figure 2.1 Research Model.....	23
Figure 2.2 Theoretical Framework.....	24
Figure 4.1 Histogram.....	66
Figure 4.2 Normal P-Plot.....	67
Figure 4.3 Heteroscedasticity Test.....	68



LIST OF APPENDICES

	Page
Appendix A : T-Test.....	A-1

