

## TABLE OF CONTENTS

### **COVER PAGE**

### **TITLE PAGE**

<b>FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT .....</b>	<b>ii</b>
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR.....</b>	<b>iv</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>xiii</b>
<b>LIST OF TABLES .....</b>	<b>xiv</b>
<b>LIST OF APPENDICES .....</b>	<b>xvii</b>
<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
1.1.    Background of Study .....	1
1.2.    Problem Limitation .....	10
1.3.    Problem Formulation .....	10
1.4.    Objective of research.....	11
1.5.    Benefit of the Research .....	11
1.5.1.    Theoretical Benefit.....	11
1.5.2.    Practical Benefit.....	12

<b>CHAPTER II LITERATURE REVIEW AND HYPOTHESIS</b>	
<b>DEVELOPMENT .....</b>	<b>13</b>
2.1.    Theoretical Background .....	13
2.1.1.    Definition of hospitality .....	13
2.1.2.    Definition of Brand image .....	14
2.1.3.    Factor that form Brand Image.....	15
2.1.4.    Indicators of Brand Image.....	16
2.1.5.    Definition of Restaurant Atmosphere .....	17
2.1.6.    The Indicator of Restaurant Atmosphere .....	18
2.1.7.    Definition of Social Media Promotion.....	19
2.1.8.    Indicators of Social Media Promotion .....	21
2.1.9.    Definition of Purchase Intention .....	22
2.1.10.    Indicators of Purchase Intention .....	23
2.2.    Previous Research .....	26
2.3.    Hypothesis Development .....	28
2.4.    Research Model.....	29
2.5.    Framework of Thinking .....	30
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>	<b>31</b>
3.1.    Research Design.....	31
3.2.    Population and Sample.....	32
3.3.    Data Collection Method .....	33
3.4.    Operational Definition and Variable Measurement .....	35
3.5.    Data Analysis Method.....	37
3.5.1.    Research Instrument.....	37

3.5.2.	Descriptive Statistics.....	39
3.5.3.	Classical Assumption Test.....	41
3.5.4.	Coefficient of Determination .....	43
3.5.5.	Multiple Regression Analysis .....	44
3.5.6.	Hypothesis Test .....	44
<b>CHAPTER IV RESEARCH RESULT AND DISCUSSION .....</b>		<b>46</b>
4.1.	General View of Research Object.....	46
4.1.1.	Brief Overview.....	46
4.1.2.	Vision and Mission of Ta Shanghai.....	46
4.1.3.	Ta Shanghai Organizational Structure.....	47
4.2.	Research Result.....	51
4.2.1.	Test of Research Instrument.....	51
4.2.2.	Descriptive Statistic .....	55
4.2.3.	Classical Assumption Test.....	70
4.2.4.	Multiple Regression Analysis .....	77
4.2.5.	Coefficient of Determination .....	78
4.2.6.	Hypothesis Testing .....	78
4.3.	Discussion .....	80
<b>CHAPTER V CONCLUSION .....</b>		<b>86</b>
5.1.	Conclusion .....	86
5.2.	Recommendations .....	87
<b>REFERENCES.....</b>		<b>90</b>

## **LIST OF FIGURES**

Figure 1.1 Google Review Rating of Ta Shanghai Restaurant .....	4
Figure 1.2 Restaurant Exterior and Interior of Ta Shanghai Restaurant.....	6
Figure 1.3 Promotions at Ta Shanghai Restaurant.....	7
Figure 1.4 Graph of Customers Data (Months) at Ta Shanghai Restaurant .....	9
Figure 2.1 Research Model .....	29
Figure 2.3 Framework of Thinking .....	30
Figure 4.1 Organizational Structure of Ta Shanghai Restaurant.....	47
Figure 4.2 Histogram Graph.....	71
Figure 4.3 Normal P-P Plot.....	71
Figure 4.4 Scatterplot Graph .....	76

## LIST OF TABLES

Table 1.1 List of Bad review at Google Review of Ta Shanghai Restaurant .....	4
Table 1.2 Number of Customers at Ta Shanghai Restaurant .....	8
Table 2.1 Previous Research .....	26
Table 3.1 Likert Scale .....	34
Table 3.2 Definition of Operational Variables.....	35
Table 4.1 Result of Brand Image Variable Validity Test.....	52
Table 4.2 Result of Restaurant Atmosphere Variable Validity Test.....	52
Table 4.3 Result of Social Media Promotion Variable Validity Test .....	53
Table 4.4 Result of Customer Purchase Intention Variable Validity Test .....	53
Table 4.5 Result of Brand Image Variable Reliability Test .....	54
Table 4.6 Result of Restaurant Atmosphere Variable Reliability Test.....	54
Table 4.7 Result of Social Media Promotion Variable Reliability Test .....	55
Table 4.8 Result of Customer Purchase Intention Variable Reliability Test .....	55
Table 4.9 Respondent Identity of Gender .....	55
Table 4.10 Respondent Identity of Age .....	56
Table 4.11 Respondent Identity of Purchase Frequency in 1 month .....	56
Table 4.12 Question 1 – Brand Image Variable.....	57
Table 4.13 Question 2 – Brand Image Variable.....	57
Table 4.14 Question 3 – Brand Image Variable.....	57
Table 4.15 Question 4 – Brand Image Variable.....	58
Table 4.16 Question 5 – Brand Image Variable.....	58
Table 4.17 Question 6 – Brand Image Variable.....	58
Table 4.18 Question 1 – Restaurant Atmosphere Variable.....	59
Table 4.19 Question 2 – Restaurant Atmosphere Variable.....	59
Table 4.20 Question 3 – Restaurant Atmosphere Variable.....	59
Table 4.21 Question 4 – Restaurant Atmosphere Variable.....	60
Table 4.22 Question 5 – Restaurant Atmosphere Variable.....	60
Table 4.23 Question 6 – Restaurant Atmosphere Variable.....	60
Table 4.24 Question 7 – Restaurant Atmosphere Variable.....	61

Table 4.25 Question 8 – Restaurant Atmosphere Variable .....	61
Table 4.26 Question 1 – Social Media Promotion Variable .....	61
Table 4.27 Question 2 – Social Media Promotion Variable .....	62
Table 4.28 Question 3 – Social Media Promotion Variable .....	62
Table 4.29 Question 4 – Social Media Promotion Variable .....	62
Table 4.30 Question 5 – Social Media Promotion Variable .....	63
Table 4.31 Question 6 – Social Media Promotion Variable .....	63
Table 4.32 Question 7 – Social Media Promotion Variable .....	63
Table 4.33 Question 8 – Social Media Promotion Variable .....	64
Table 4.34 Question 1 – Customer Purchase Intention Variable .....	64
Table 4.35 Question 2 – Customer Purchase Intention Variable .....	64
Table 4.36 Question 3 – Customer Purchase Intention Variable .....	65
Table 4.37 Question 4 – Customer Purchase Intention Variable .....	65
Table 4.38 Question 5 – Customer Purchase Intention Variable .....	65
Table 4.39 Question 6 – Customer Purchase Intention Variable .....	66
Table 4.40 Question 7 – Customer Purchase Intention Variable .....	66
Table 4.41 Question 8 – Customer Purchase Intention Variable .....	66
Table 4.42 Interval Class of X1 .....	67
Table 4.43 Interval Class of X2, X3, and Y .....	68
Table 4.44 Descriptive Statistic of Brand Image .....	68
Table 4.45 Descriptive Statistic of Restaurant Atmosphere .....	68
Table 4.46 Descriptive Statistic of Social Media Promotion .....	69
Table 4.47 Descriptive Statistic of Customer Purchase Intention .....	70
Table 4.48 Normality Test Result .....	72
Table 4.49 Linearity Test of X1 to Y .....	73
Table 4.50 Linearity Test of X2 to Y .....	73
Table 4.51 Linearity Test of X3 to Y .....	74
Table 4.52 Multicollinearity Test Result .....	75
Table 4.53 Heteroscedasticity Test Result .....	76
Table 4.54 Coefficient of Determination .....	78
Table 4.55 Multiple Regression Analysis Result .....	77

Table 4.56 Partial Test Result .....	79
Table 4.57 F test (Simultaneous test) .....	80



## **LIST OF APPENDICES**

APPENDIX A: QUESTIONNAIRE .....	A-1
APPENDIX B: DATA TABULATION (PRE-TEST DATA) .....	B-1
APPENDIX C: DATA TABULATION (MAIN DATA) .....	C-1
APPENDIX D: RESEARCH INSTRUMENT TEST .....	D-1
APPENDIX E: DESCRIPTIVE STATISTIC ANALYSIS .....	E-1
APPENDIX F: CLASSICAL ASSUMPTION TEST .....	F-1
APPENDIX G: MULTIPLE REGRESSION ANALYSIS .....	G-1
APPENDIX H: COEFFICIENT OF DETERMINATION TEST .....	H-1
APPENDIX I: HYPOTHESIS TEST .....	I-1
APPENDIX J: STATISTIC TABLE .....	J-1
APPENDIX K: RESEARCH PERMISSION LETTER FROM TA SHANGHAI RESTAURANT MEDAN .....	K-1
APPENDIX L: PHOTO DOCUMENTATION .....	L-1
APPENDIX M: TURNITIN REPORT .....	M-1