

## **DAFTAR ISI**

### **COVER PAGE**

### **TITLE PAGE**

<b>DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT .....</b>	<b>i</b>
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR.....</b>	<b>iii</b>
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE .....</b>	<b>iv</b>
<b>ABSTRACT .....</b>	<b>v</b>
<b>ABSTRAK .....</b>	<b>vi</b>
<b>PREFACE.....</b>	<b>vii</b>
<b>TABLE OF CONTENTS .....</b>	<b>ix</b>
<b>LIST OF FIGURES.....</b>	<b>xii</b>
<b>LIST OF TABLES.....</b>	<b>xiii</b>
<b>LIST OF APPENDICES .....</b>	<b>xiv</b>

### **CHAPTER I INTRODUCTION**

1.1 Background of The Study .....	1
1.2 Problem Limitation .....	4
1.3 Problem Formulation .....	4
1.4 Objective of the Research.....	5
1.5 Benefit of The Research .....	6

### **CHAPTER II THEORITICAL BACKGROUND**

2.1 Theoretical Background .....	7
2.1.1 Hospitality Management.....	7
2.1.2 Product Quality Theory .....	8
2.1.2.1 Product Quality Definition.....	8
2.1.2.2 Product Life Cycle Characteristic .....	9
2.1.2.3 Product Quality Control.....	10
2.1.2.4 Factors Affecting Product Quality .....	10
2.1.2.5 Food Quality Indicators .....	11

2.1.3	Location Theory.....	12
2.1.3.1	Definition of Location.....	12
2.1.3.2	Consideration for Determining Location Layout.....	13
2.1.3.3	Types of Location .....	14
2.1.3.4	Factor Influencing Location Selection .....	15
2.1.3.5	Location Indicator .....	17
2.1.4	Store Atmosphere Theory .....	18
2.1.4.1	Definition of Store Atmosphere .....	18
2.1.4.2	Factors Affecting Store Atmosphere .....	19
2.1.4.3	Store Atmosphere Types.....	19
2.1.4.4	Store Atmosphere Indicator .....	21
2.1.5	Purchasing Decision Theory .....	21
2.1.5.1	Definition of Purchasing Decision.....	21
2.1.5.2	Factors Influencing Purchasing Decision.....	22
2.1.5.3	Purchasing Decision Stages.....	23
2.1.5.4	Purchasing Decision Indicator .....	24
2.1.6	The Effect of Product Quality on Purchase Decision.....	25
2.1.7	The Effect of Location on Purchase Decision .....	26
2.1.8	The Effect of Store Atmosphere on Purchase Decision .....	26
2.1.9	The Effect of Product Quality, Location and Store Atmosphere on Purchase Decision.....	26
2.2	Previous Research.....	26
2.3	Hypothesis .....	28
2.4	Research Model .....	28
2.5	Framework of Thinking .....	29

### **CHAPTER III RESEARCH METHODOLOGY**

3.1	Research Design.....	31
3.2	Population and Sample .....	32
3.3	Data Collection Method.....	33
3.4	Operational Variable Definition and Variable Measurement.....	34
3.4.1	Operational Variable Definition .....	34
3.4.2	Variable Measurement.....	36
3.5	Data Analysis Method .....	36

3.5.1	Research Instrument Test.....	36
3.5.2	Descriptive Statistics .....	37
3.5.3	Classical Assumption Test .....	39
3.5.4	Multiple Regression Linear .....	40
3.5.5	Hypotesis Testing.....	41
	3.5.3.1 Partial Hypothesis Testing.....	41
	3.5.3.2 Simultaneous Hypothesis Testing.....	42
3.5.6	Coefficient of Determination Test.....	42

## **CHAPTER IV DATA ANALYSIS AND DISCUSSION**

4.1	General View of Research Object.....	44
	4.1.1 Research Overview .....	44
4.2	Research Result.....	45
	4.2.1 Test of Research Instrument .....	45
	4.2.1.1 Validity Test.....	45
	4.2.1.2 Reliability Test.....	47
	4.2.2 Descriptive Statistic .....	48
	4.2.3 Classic Assumption Test.....	51
	4.2.3.1 Normality Test .....	51
	4.2.3.2 Heteroscedasticity Test.....	54
	4.2.3.3 Multicollinearity Test .....	55
	4.2.4 Multiple Linear Regression Analysis .....	56
	4.2.5 Determination Coefficient.....	58
	4.2.6 Hypotesis Testing .....	59
	4.2.6.1 Hypotesis Test (Partial) .....	59
	4.2.6.2 Hypotesis Test (Simultaneous;y) .....	60
4.3	Discussion .....	61

## **BAB V CONCLUSION AND RECOMMENDATION**

5.1	Conclusion .....	63
5.2	Recommendation .....	63

## **REFERENCES**

## LIST OF TABLES

Table 2.1 Previous Research .....	27
Table 3.1 Definition of Operational Variable.....	35
Table 4.1 Result of Product Quality Variable Validity Testing .....	45
Table 4.2 Result of Location Variable Validity Testing .....	46
Table 4.3 Result of Store Atmosphere Variable Validity Testing .....	46
Table 4.4 Result of Purchase Decision Variable Validity Testing .....	47
Table 4.5 Result of Product Quality Variable Reliability Testing .....	47
Table 4.6 Result of Location Variable Reliability Testing.....	48
Table 4.7 Result of Store Atmosphere Variable Reliability Testing .....	48
Table 4.8 Result of Purchase Decision Variable Reliability Testing.....	48
Table 4.9 Respondent Identity Based on Gender.....	49
Table 4.10 Respondent Identity Based on Age .....	49
Table 4.11 Respondent Identity Based on Purchase Frequency .....	50
Table 4.12 Respondent Identity Based on Location Information.....	50
Table 4.13 Mean, Median, and Mode .....	51
Table 4.14 One-Sample Kolmogorov-Smirnov Test.....	53
Table 4.15 Glejser Test.....	55
Table 4.16 Multicollinearity Test .....	56
Table 4.17 Multiple Linear Regression Analysis.....	57
Table 4.18 Determination Coefficient Test .....	58
Table 4.19 Partial Hypothesis t-Test.....	59
Table 4.20 Simultaneously Hypothesis F-Test.....	60

## **LIST OF FIGURES**

Figures 1.1 Piacevole Coffee Sumatera Branch Review .....	2
Figures 1.2 Piacevole Coffee Sumatera Branch Location .....	3
Figures 1.3 Piacevole Coffee Sumatera Branch Store Atmosphere .....	3
Figures 2.1 Research Model .....	29
Figures 2.2 Framework of Thinking .....	29
Figures 4.1 Histogram Graph.....	52
Figures 4.2 Normal <i>Probability Plot of Regression</i> .....	53
Figures 4.3 Scatterplot Graph.....	54

## **LIST OF APPENDICES**

APPENDIX A QUESTIONAIRE .....	A-1
APPENDIX B PRE-TEST DATA TABULATION.....	B-1
APPENDIX C VALIDITY AND RELIABILITY TEST RESULT .....	C -1
APPENDIX D MAIN TEST DATA TABULATION .....	D -1
APPENDIX E MAIN TEST OUTPUT.....	E-1

