

DAFTAR ISI

COVER PAGE

TITLE PAGE

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

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.....	6
1.5 Benefit of The Research	7

CHAPTER II THEORITICAL BACKGROUND

2.1 Theoretical Background.....	9
2.1.1 Hospitality Management	9
2.1.2 Store Atmosphere.....	10
2.1.2.1 Store Atmosphere Definition.....	10
2.1.2.2 Store Atmosphere Types.....	11
2.1.2.3 Factors Affecting Store Atmosphere	11

2.1.2.4	Store Atmosphere Indicator	13
2.1.3	Promotion.....	14
2.1.3.1	Definition of Promotion.....	14
2.1.3.2	Types of Promotion	14
2.1.3.3	Steps on Promotion.....	15
2.1.3.4	Promotional Elements.....	17
2.1.3.5	Indicator of Promotion.....	19
2.1.4	Purchase Decision Theory.....	20
2.1.4.1	Definition of Purchase Decision	20
2.1.4.2	Purchase Decision Model	20
2.1.4.3	Factors Affecting Purchase Decision.....	22
2.1.4.4	Purchase Decision Structure	23
2.1.4.5	Purchase Decision Indicator	25
2.1.5	The Effect of Store Atmosphere on Purchase Decision	26
2.1.6	The Effect of Promotion on Purchase Decision	26
2.1.7	The Effect of Store Atmosphere and Promotion on Purchase Decision.....	26
2.2	Previous Research.....	27
2.3	Hypothesis	28
2.4	Research Model	28
2.5	Framework of Thinking	29

CHAPTER III RESEARCH METHODOLOGY

3.1	Research Design	30
3.2	Population and Sample	30
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.....	37

3.5.2	Descriptive Statistics	38
3.5.3	Classical Assumption Test	39
3.5.3.1	Normality Test.....	39
3.5.3.2	Multicollinearity Test	40
3.5.3.3	Heteroscedasticity Test.....	40
3.5.4	Multiple Regression Linear	41
3.5.5	Hyphotesis 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	55
4.2.3.1	Normality Test.....	55
4.2.3.2	Heteroscedasticity Test.....	57
4.2.3.3	Multicollinerity Test	59
4.2.4	Multiple Linear Regression Analysis.....	60
4.2.5	Determination Coefficient	61
4.2.6	Hyphotesis Testing.....	62
4.2.6.1	Hyphotesis Test (Partial)	62
4.2.6.2	Hyphotesis Test (Simultaneous;y)	63
4.3	Discussion.....	64

CHAPTER V CONCLUSION AND RECOMMENDATION

5.1 Conclusion	68
5.2 Recommendation.....	69

REFERENCES



LIST OF TABLES

Table 1.1 Boothcin Café Sales Data Period 2023	2
Table 2.1 Previous Research	27
Table 3.1 Definition of Operational Variable	35
Table 3.2 Likert Scale Instrument.....	36
Table 4.1 Result of Store Atmosphere Variable Validity Testing	45
Table 4.2 Result of Promotion Variable Validity Testing	46
Table 4.3 Result of Purchase Decision Variable Validity Testing.....	46
Table 4.4 Result of Store Atmosphere Variable Reliability Testing.....	47
Table 4.5 Result of Promotion Variable Reliability Testing.....	48
Table 4.6 Result of Purchase Decision Variable Reliability Testing.....	48
Table 4.7 Respondent Identity Based on Gender.....	49
Table 4.8 Respondent Identity Based on Age.....	49
Table 4.9 Respondent Identity Based on Purchase Frequency	49
Table 4.10 Respondent Identity Based on Location Information	50
Table 4.11 Mean, Median, and Mode	55
Table 4.12 One-Sample Kolmogorov-Smirnov Test	57
Table 4.13 Glejser Test	59
Table 4.14 Multicollinearity Test.....	60
Table 4.15 Multiple Linear Regression Analysis.....	60
Table 4.16 Determination Coefficient Test.....	62
Table 4.17 Partial Hypothesis t-Test.....	63
Table 4.18 Simultaneously Hypothesis F-Test.....	63

LIST OF FIGURES

Figures 1.1 Boothcin Café Information	3
Figures 1.2 Pre-Survey Result Of Store Atmosphere	4
Figures 2.1 Research Model.....	28
Figures 2.2 Framework of Thinking	29
Figures 4.1 Histogram Graph.....	56
Figures 4.2 Normal <i>Probability Plot of Regression</i>	56
Figures 4.3 Scatterplot Graph	58

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