

# TABLE OF CONTENTS

page

<b>COVER PAGE</b>	
<b>TITLE PAGE</b>	
<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>xiv</b>
<b>LIST OF TABLES .....</b>	<b>xv</b>
<b>LIST OF APPENDICES .....</b>	<b>xviii</b>
<b>CHAPTER I            INTRODUCTION</b>	
1.1 Background of the Study.....	1
1.2 Problem Limitation .....	9
1.3 Problem Formulation .....	9
1.4 Objective of the Research .....	10
1.5 Benefit of the Research .....	11
1.5.1 Theoretical Benefit.....	11
1.5.2 Practical Benefit.....	11
<b>CHAPTER II            LITERATURE REVIEW AND HYPOTHESIS                                   DEVELOPMENT</b>	
2.1 Theoretical Background.....	13
2.1.1 Restaurant.....	13
2.1.2 Brand Image.....	13

2.1.2.1	Brand Image Definition.....	13
2.1.2.2	Indicators of Brand Image.....	14
2.1.3	Food Quality .....	15
2.1.3.1	Food Quality Definition .....	15
2.1.3.2	Indicators of Food Quality .....	16
2.1.4	Customer Satisfaction .....	16
2.1.4.1	Customer Satisfaction Definition.....	17
2.1.4.2	Indicators of Customer Satisfaction .....	17
2.1.5	Repurchase Intention.....	18
2.1.5.1	Repurchase Intention Definition .....	18
2.1.5.2	Indicators of Repurchase Intention .....	19
2.2	Relationship of Variables .....	19
2.2.1	Brand Image and Customer Satisfaction.....	19
2.2.2	Food Quality and Customer Satisfaction .....	20
2.2.3	Brand Image on Repurchase Intention .....	21
2.2.4	Food Quality on Repurchase Intention .....	21
2.2.5	Customer Satisfaction on Repurchase Intention .....	22
2.2.6	Brand Image on Repurchase Intention through Consumer Satisfaction.....	23
2.2.7	Food Quality on Repurchase Intention through Consumer Satisfaction.....	24
2.3	Previous Research .....	25
2.4	Hypothesis Development .....	26
2.5	Research Model.....	27
2.6	Framework of Thinking .....	29

### **CHAPTER III      RESEARCH METHODOLOGY**

3.1	Research Design.....	30
3.2	Population and Sample.....	31
3.3	Data Collection Method .....	32
3.3.1	Primary Data .....	32

3.3.2	Secondary Data .....	33
3.4	Operational Definition and Variable Measurement .....	34
3.5	Data Analysis Method.....	36
3.5.1	Research Instrument.....	37
3.5.1.1	Validity Test.....	37
3.5.1.2	Reliability Test.....	38
3.5.2	Descriptive Statistics .....	38
3.5.2.1	Mean.....	39
3.5.2.2	Median.....	39
3.5.2.3	Mode .....	40
3.5.2.4	Variance .....	40
3.5.2.5	Standard Deviation.....	41
3.5.3	Classical Assumption Test .....	41
3.5.3.1	Normality Test .....	41
3.5.3.2	Multicollinearity Test.....	42
3.5.3.3	Heteroscedasticity Test .....	42
3.5.4	Path Analysis.....	42
3.5.5	Coefficient of Determination Test .....	43
3.5.6	Hypothesis Testing.....	43
3.5.6.1	F Test (Simultaneous) .....	44
3.5.6.2	T Test (Partial) .....	44
3.5.6.3	Sobel Test.....	45

#### **CHAPTER IV            RESEARCH RESULT AND DISCUSSION**

4.1	General View of "Bakmie Khek Selat Panjang, S. Parman Street" .....	47
4.2	Research Result.....	48
4.2.1	Result of Data Quality Testing.....	48
4.2.1.1	Validity Test.....	49
4.2.1.2	Reliability Test.....	51
4.2.2	Characteristics of Respondents .....	52
4.2.2.1	Brand Image .....	54

4.2.2.2	Food Quality .....	59
4.2.2.3	Customer Satisfaction .....	64
4.2.2.4	Repurchase Intention.....	67
4.2.3	Descriptive Statistic .....	72
4.2.4	Result of Classical Assumption Test .....	77
4.2.4.1	Normality Test .....	77
4.2.4.2	Multicollinearity Test.....	79
4.2.4.3	Heteroscedasticity Test .....	81
4.2.5	Result of Path Analysis .....	83
4.2.6	Result of Coefficient Determination Test .....	86
4.2.7	Result of Hypothesis Testing .....	87
4.2.7.1	F Test.....	87
4.2.7.2	T Test .....	89
4.2.7.3	Sobel Test.....	91
4.3	Discussion .....	93
<b>CHAPTER V</b>	<b>CONCLUSION</b>	
5.1	Conclusion .....	101
5.2	Recommendation.....	104
<b>REFERENCES</b>		<b>109</b>

## LIST OF FIGURES

	page
Figure 1. 1 Accommodation and Food and Beverage Providers GDP Growth (Q-to-Q) (percent), Q2-2023, Q1-2024, and Q2-2024.....	1
Figure 1. 2 Bakmie Khek Selat Panjang, S. Parman Street Medan.....	3
Figure 1. 3 Survey of Customer Knowledge.....	5
Figure 1. 4 Customer Repurchase Intention Survey.....	6
Figure 2. 1 Research Model.....	28
Figure 2. 2 Framework of Thinking.....	29
Figure 3. 1 Sobel Test.....	46
Figure 4. 1 First Equation Histogram Normality Test.....	78
Figure 4. 2 Second Equation Histogram Normality Test.....	78
Figure 4. 3 First Equation Normality Test P-P Plot Regression.....	78
Figure 4. 4 Second Equation Normality Test P-P Plot Regression.....	78
Figure 4. 5 First Equation Kolmogorov-Smirnov Test.....	79
Figure 4. 6 Second Equation Kolmogorov-Smirnov Test.....	79
Figure 4. 7 First Equation Heteroscedasticity Test Scatterplot.....	82
Figure 4. 8 Second Equation Heteroscedasticity Test Scatterplot.....	82
Figure 4. 9 The Results of the Causal Relationship between Equation 1 and Equation 2.....	91
Figure 4. 10 First Equation of Sobel Test.....	92
Figure 4. 11 Result of Sobel Test Model 1.....	92
Figure 4. 12 Second Equation of Sobel Test.....	93
Figure 4. 13 Result of Sobel Test Model 2.....	93

## LIST OF TABLES

	page
Table 1. 1	Customer Reviews on GrabFood ..... 7
Table 1. 2	Customer Reviews on GoFood ..... 8
Table 2. 1	Previous Research ..... 25
Table 3. 1	Definition of Operational Variable ..... 34
Table 3. 2	Likert Scale ..... 36
Table 4. 1	Validity Test for Brand Image (X1)..... 49
Table 4. 2	Validity Test for Food Quality (X2) ..... 50
Table 4. 3	Validity Test for Customer Satisfaction (Z) ..... 50
Table 4. 4	Validity Test for Repurchase Intention (Y) ..... 51
Table 4. 5	Result of Reliability Test ..... 52
Table 4. 6	Number of Respondents According to Gender ..... 53
Table 4. 7	Number of Respondents According to Age ..... 53
Table 4. 8	Number of Respondents According to Occupation ..... 54
Table 4. 9	The Bakmie Khek Selat Panjang branch on S. Parman Street is known for its distinctive taste that sets it apart from other noodle places..... 55
Table 4. 10	The Bakmie Khek Selat Panjang branch on S. Parman Street stands out and is easy to spot compared to other noodle places ..... 55
Table 4. 11	The Bakmie Khek Selat Panjang branch on S. Parman Street is a well-known noodle shop in Medan ..... 56
Table 4. 12	The Bakmie Khek Selat Panjang branch on S. Parman Street has a positive image ..... 57
Table 4. 13	The Bakmie Khek Selat Panjang branch on S. Parman Street has significant historical value ..... 57
Table 4. 14	The Bakmie Khek Selat Panjang branch on S. Parman Street has a strong emotional value ..... 58

Table 4. 15	The Bakmie Khek Selat Panjang branch on S. Parman Street is my first choice compared to other noodle places.....	58
Table 4. 16	The Bakmie Khek Selat Panjang branch on S. Parman Street is the place I always choose to return to.....	59
Table 4. 17	The noodles served by the Bakmie Khek Selat Panjang branch on S. Parman Street have a fragrant and appetizing aroma.....	60
Table 4. 18	The noodles served by Bakmie Khek Selat Panjang branch on S. Parman Street are always fresh and new.....	60
Table 4. 19	The garnish on the noodles at the Bakmie Khek Selat Panjang branch on S. Parman Street looks visually attractive.....	61
Table 4. 20	The portion of noodles at the Bakmie Khek Selat Panjang branch on S. Parman Street meets the menu standards.....	61
Table 4. 21	The taste of the noodles at Bakmie Khek Selat Panjang branch on S. Parman Street is rich in flavor .....	62
Table 4. 22	The texture of the noodles at Bakmie Khek Selat Panj.....	62
Table 4. 23	Bakmie Khek Selat Panjang branch on S. Parman Street offers a variety of noodle options.....	63
Table 4. 24	Bakmie Khek Selat Panjang branch on S. Parman Street always presents a creative and innovative menu.....	64
Table 4. 25	The quality of the noodles at Bakmie Khek Selat Panjang branch on S. Parman Street will meet expectations.....	64
Table 4. 26	The price paid at the Bakmie Khek Selat Panjang branch on S. Parman Street will be equivalent to the satisfaction experienced .	65
Table 4. 27	Eating at Bakmie Khek Selat Panjang branch on S. Parman Street is the right decision .....	66
Table 4. 28	There is alignment between expectations and the experience at the Bakmie Khek Selat Panjang branch on S. Parman Street .....	66
Table 4. 29	I would like to return Bakmie Khek Selat Panjang branch on S. Parman Street in the future.....	67
Table 4. 30	I will become a loyal customer of the Bakmie Khek Selat Panjang branch on S. Parman Street .....	68

Table 4. 31	I will recommend the Bakmie Khek Selat Panjang branch on S. Parman Street to others .....	68
Table 4. 32	I will leave a positive review about the Bakmie Khek Selat Panjang branch on S. Parman Street on online review sites .....	69
Table 4. 33	I choose to eat at the Bakmie Khek Selat Panjang branch on S. Parman Street because this place offers me comfort .....	69
Table 4. 34	Bakmie Khek Selat Panjang branch on S. Parman Street is always my top choice whenever I look for a delicious place to eat .....	70
Table 4. 35	I would like to try other menu items at the Bakmie Khek Selat Panjang branch on S. Parman Street .....	71
Table 4. 36	I am interested in upcoming new menu offerings from the Bakmie Khek Selat Panjang branch on S. Parman Street.....	71
Table 4. 37	Measurement Score for Descriptive Statistics .....	72
Table 4. 38	Descriptive Statistics of Brand Image (X1) .....	73
Table 4. 39	Descriptive Statistics of Food Quality (X2).....	74
Table 4. 40	Descriptive Statistics of Customer Satisfaction (Z).....	75
Table 4. 41	Descriptive Statistics of Repurchase Intention (Y).....	76
Table 4. 42	First Equation Multicollinearity Test.....	80
Table 4. 43	Second Equation Multicollinearity Test.....	80
Table 4. 44	First Equation Glejser Test of Heteroscedasticity Test.....	82
Table 4. 45	Second Equation Glejser Test of Heteroscedasticity Test .....	83
Table 4. 46	First Equation Path Analysis.....	84
Table 4. 47	Second Equation Path Analysis .....	85
Table 4. 48	First Equation Coefficient of Determination (R2) Test .....	86
Table 4. 49	Second Equation Coefficient of Determination (R2) Test.....	87
Table 4. 50	First Equation F-Test Result .....	88
Table 4. 51	Second Equation F-Test Result.....	89
Table 4. 52	First Equation T-Test Result .....	90
Table 4. 53	Second Equation T-Test Result.....	90

## LIST OF APPENDICES

	page
APPENDIX A : QUESTIONNAIRE DESIGN .....	A-1
APPENDIX B : PRE-TEST DATA TABULATION .....	B-1
APPENDIX C : DATA QUALITY TESTING.....	C-1
APPENDIX D : REAL TEST DATA TABULATION .....	D-1
APPENDIX E : DESCRIPTIVE STATISTICS.....	E-1
APPENDIX F : CLASSICAL ASSUMPTION TEST.....	F-1
APPENDIX G : REGRESSION ANALYSIS .....	G-1
APPENDIX H : HYPOTHESIS TEST .....	H-1
APPENDIX I : R-TABLE.....	I-1
APPENDIX J : F-TABLE.....	J-1
APPENDIX K : T-TABLE .....	K-1
APPENDIX L : RESEARCH PERMISSION LETTER.....	L-1
APPENDIX M : PHOTO DOCUMENTATION.....	M-1
APPENDIX N : CUSTOMER REVIEWS ON GRABFOOD AND GOFOOD .....	N-1
APPENDIX O : SALES DATA.....	O-1
APPENDIX P : TURNITIN REPORT .....	P-1