

TABLE OF CONTENT

	page
COVER PAGE	
TITLE PAGE	
STATEMENT OF AUTHENTICITY AND APPROVAL OF FINAL ASSIGNMENT UPLOAD	ii
APPROVAL PAGE BY SKRIPSI ADVISOR	iv
APPROVAL PAGE BY SKRIPSI DEFENSE COMMITTEE.....	v
ABSTRACT	vi
ABSTRAK	vii
PREFACE.....	viii
TABLE OF CONTENTS.....	x
LIST OF FIGURES	xiv
LIST OF TABLES	xv
LIST OF APPENDICES	xvii

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	7
1.5 Benefit of The Research	7
1.5.1 Theoretical Benefit	8
1.5.2 Practical Benefit.....	8

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Theoretical Background	9
2.1.1 Hospitality Industry	9
2.1.2 Marketing Management	10

2.1.3	Service Quality	10
2.1.3.1	Definition of Service Quality	10
2.1.3.2	Principles of Service Quality.....	11
2.1.3.3	Indicators of Service Quality.....	13
2.1.4	Brand Image	14
2.1.4.1	Definition of Ambience	14
2.1.4.2	Components of Brand Image.....	15
2.1.4.3	Building Brand Image	15
2.1.4.4	Indicators of Brand Image	16
2.1.5	Ambience	17
2.1.5.1	Definition of Hygiene	17
2.1.5.2	Factors of Ambience.....	18
2.1.5.3	Indicators of Ambience	19
2.1.6	Customer Loyalty	20
2.1.6.1	Definition of Customer Loyalty	20
2.1.6.2	Benefits of Customer Loyalty.....	20
2.1.6.3	Stages Of Customer Loyalty	21
2.1.6.4	Indicators of Customer Loyalty.....	22
2.1.7	Relationship Service Quality on Customer Loyalty	23
2.1.8	Relationship Brand Image on Customer Loyalty	23
2.1.9	Relationship Ambience on Customer Loyalty	24
2.2	Previous Research.....	24
2.3	Hypothesis Development.....	26
2.4	Research Model	27
2.5	Framework of Thinking.....	28

CHAPTER III RESEARCH METHODOLOGY

3.1	Research Design	29
3.2	Population and Sample	29
3.2.1	Research Object	29
3.2.2	Population	30

3.2.3	Samples	30
3.3	Data Collection Method.....	31
3.4	Operational Variable and Variable Measurement	32
3.5	Data Analysis Method	33
3.5.1	Test of Research Instruments.....	33
3.5.2	Descriptive Statistics.....	34
3.5.3	Classical Assumption Test.....	35
3.5.4	Multi Linear Regression Analysis	37
3.5.5	Hypothesis Test.....	37

CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1	General View of Tip Top Restaurant	39
4.1.1	History Of Tip Top Restaurant	39
4.1.2	Vision and Mision Of Tip Top Restaurant	40
4.1.3	Organization Structure Tip Top Restaurant.....	40
4.1.4	Variable Description Of Tip Top Restaurant.....	50
4.2	Pre -Test Research Results	55
4.2.1	Validity Test	55
4.2.2	Reability Test.....	56
4.3	Research Results.....	57
4.3.1	Characteristics of the Respondents	57
4.3.2	Descriptive Statistic	60
4.4	Result of Data Quality Testing	63
4.5	Multiple Linear Regression	66
4.6	Result of Hypothesis Testing.....	67
4.6.1	T-Test.....	67
4.6.2	F-Test.....	57
4.6.3	Coefficient of Determination Test	69
4.7	Discussion	69

CHAPTER V CONCLUSION

5.1 Conclusion	81
5.2 Recommendation.....	82
REFERENCES	84



LIST OF FIGURES

	page
Figure 1.1 Review Service Quality Tip Top Restaurant	3
Figure 1.2 Ambience of Tip Top Restaurant.....	5
Figure 1.3 Hygiene of Jumbo Seafood Restaurant	5
Figure 2.1 Research Model	27
Figure 2.2 Framework of Thinking.....	28
Figure 4.1 Organization Structure.....	41
Figure 4.2 Tip Top Restaurant's Logo	51
Figure 4.3 Tip Top Restaurant Building	51
Figure 4.4 Terrace At Tip Top Restaurant	52
Figure 4.5 Music Room At Tip Top Restaurant.....	53
Figure 4.6 Living Room At Tip Top Restaurant.....	53
Figure 4.7 AC Room At Tip Top Restaurant	54
Figure 4.8 Bakery At Tip Top Restaurant.....	54
Figure 4.9 Histogram Graph.....	63
Figure 4.10 P-Plot of Normality Test.....	63
Figure 4.11 Scatterplot Graph	65

LIST OF TABLES

	page
Table 1.1 Data On The Number Of Customers Of Tip Top Restaurant In The City Of Medan For 2020-2023	2
Table 1.2 Restaurant Ranking Data In Medan City In 2024	4
Table 2.1 The Result of Previous Research	25
Table 3.1 Definition of Operational Variables	33
Table 3.2 Coefficient of determination scale	38
Table 4.1 Validity Test Result on Service Quality	55
Table 4.2 Validity Test Result on Brand Image	55
Table 4.3 Validity Test Result on Ambience.....	55
Table 4.4 Validity Test Result on Customer Loyalty	56
Table 4.5 Reliability Test Result	56
Table 4.6 Characteristics of Respondents by Gender	57
Table 4.7 Characteristics of Respondents by Age	57
Table 4.8 Characteristics of Respondents by Jobs	58
Table 4.9 Characteristics of Respondents by Do you live in Medan?	58
Table 4.10 Characteristics of Respondents by Who Did You Come to The Tip Top Restaurant With?.....	59
Table 4.11 Characteristics of Respondents by What Makes You Want to Come Back To The Tip Top Restaurant?	59
Table 4.12 The Interval Class Service Quality	60
Table 4.13 The Interval Class Brand Image and Customer Loyalty.....	61
Table 4.14 The Interval Class Ambience.....	61
Table 4.15 Descriptive Statistic	61
Table 4.16 One - Sample Kolmogorov-Smirnov	64
Table 4.17 Multicollinearity Test	64
Table 4.18 Multiple Linear Regression Analysis Results.....	66
Table 4.19 t-Test Results	67
Table 4.20 F Test Results.....	68
Table 4.21 Coefficient of Determination Test Results	69

Table 4.22	Validity Rating of Indicators of Brand Image	71
Table 4.23	Validity Rating of Indicators of Service Quality	72
Table 4.24	Validity Rating of Indicators of Ambience.....	74
Table 4.25	Validity Rating of Indicators of Customer Loyalty	76



LIST OF APPENDICES

APPENDIX A	RESEARCH QUESTIONNAIRE	A-1
APPENDIX B	KUESIONER PENELITIAN	B-1
APPENDIX C	DATA OF RESPONDENT ANSWER FROM SERVICE QUALITY VARIABLE	C-1
APPENDIX D	DATA OF RESPONDENT ANSWER FROM BRAND IMAGE VARIABLE	D-1
APPENDIX E	DATA OF RESPONDENT ANSWER FROM AMBIENCE VARIABLE	E-1
APPENDIX F	DATA OF RESPONDENT ANSWER FROM CUSTOMER LOYALTY VARIABLE	F-1
APPENDIX G	PRETEST DATA	G-1
APPENDIX H	SPSS OUTPUT RESULT.....	H-1
APPENDIX I	STATISTICAL TABLE	I-1
APPENDIX J	TURNITIN REPORT	J-1
APPENDIX K	RESEARCH STATEMENT LETTER FROM THE COMPANY	K-1
APPENDIX L:	PRE-TEST RESULT	L-1