

TABLE OF CONTENT

COVER PAGE

TITLE PAGE

STATEMENT OF AUTHENTICITY AND APPROVAL OF FINAL ASSIGNMENT UPLOAD	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iv
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	v
ABSTRACT	vi
ABSTRAK	vii
PREFACE	viii
TABLE OF CONTENT	x
LIST OF FIGURES	xv
LIST OF TABLES.....	xvi
LIST OF APPENDICES.....	xviii
CHAPTER I INTRODUCTION.....	1
1.1 Background of the Study	1
1.2 Problem Limitation.....	12
1.3 Problem Formulation	12
1.4 Objective of the Research.....	13
1.5 Benefit of the Research.....	14
1.5.1 Theoretical Benefit	14
1.5.2 Practical Benefit	14

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	
.....	14
2.1 Theoretical Background	14
2.1.1 Hospitality Industry	14
2.1.2 Hospitality Management.....	15
2.1.3 Restaurant	16
2.1.4 Types of Restaurants.....	17
2.1.5 Local Food Attributes	19
2.1.6 Food Novelty	19
2.1.6.1 Definition of Food Novelty.....	19
2.1.6.2 Importance of Food Novelty	20
2.1.6.3 Indicators of Food Novelty	20
2.1.7 Food Quality	21
2.1.7.1 Definition of Food Quality.....	21
2.1.7.2 Types of Food Quality.....	22
2.1.7.3 Attributes of Food Quality	22
2.1.7.4 Indicators of Food Quality	23
2.1.8 Restaurant Quality	23
2.1.8.1 Definition of Restaurant Quality.....	23
2.1.8.2 Indicators of Restaurant Quality	24
2.1.9 Food Culture Differences	25
2.1.9.1 Definition of Food Culture Differences	25

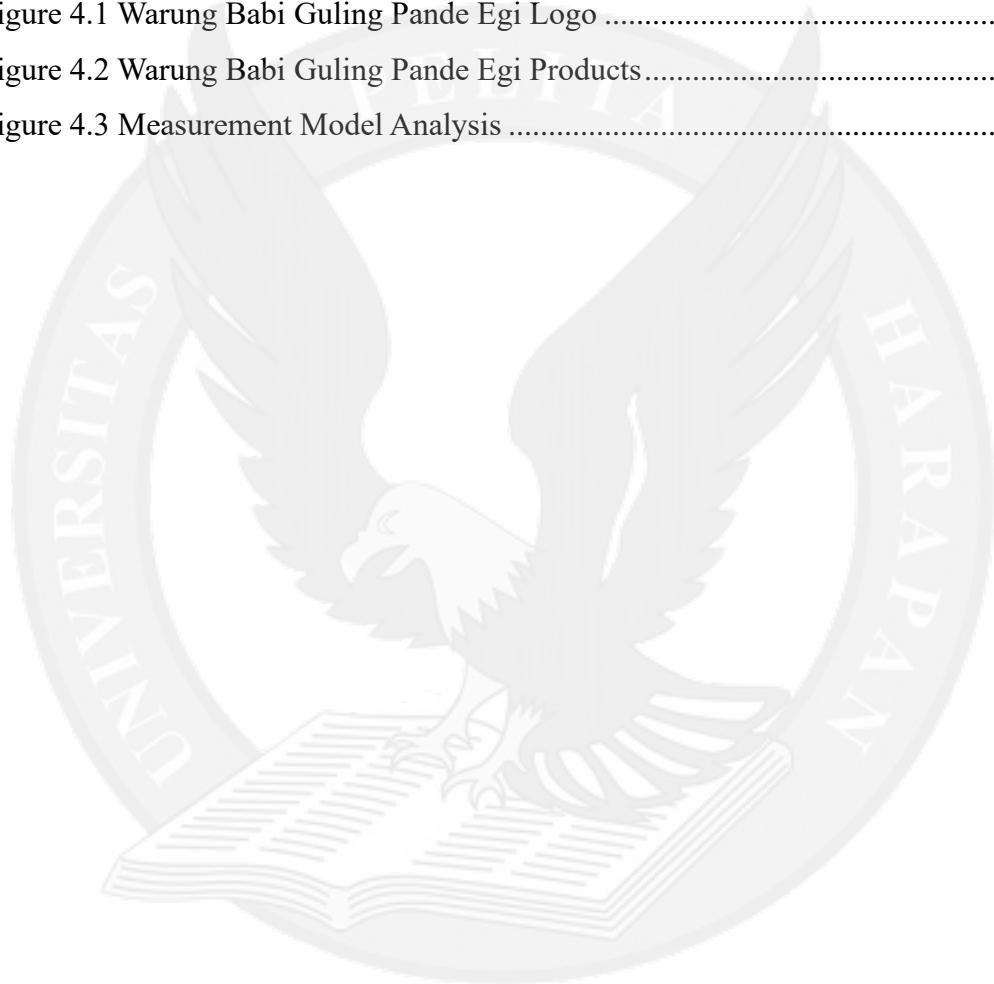
2.1.9.2	Indicators of Food Culture Differences.....	26
2.1.10	Future Intentions.....	27
2.1.10.1	Definition of Future Intentions	27
2.1.10.2	Importance of Future Intentions.....	27
2.1.10.3	Indicators of Future Intentions	28
2.1.11	The Influence of Food Novelty on Future Intentions at Warung Babi Guling Pande Egi.....	29
2.1.12	The Influence of Food Quality on Future Intentions at Warung Babi Guling Pande Egi.....	29
2.1.13	The Influence of Restaurant Quality on Future Intentions at Warung Babi Guling Pande Egi	30
2.1.14	The Influence of Food Culture Differences Acts as a Moderator between Food Novelty and Future Intentions at Warung Babi Guling Pande Egi	31
2.1.15	The Influence of Food Culture Differences Acts as a Moderator between Food Quality and Future Intentions at Warung Babi Guling Pande Egi	31
2.1.16	The Influence of Food Culture Differences Acts as a Moderator between Restaurant Quality and Future Intentions at Warung Babi Guling Pande Egi	32
2.2	Previous Research.....	32
2.3	Hypothesis Development.....	36
2.4	Research Model	38
2.5	Framework of Thinking	39

CHAPTER III RESEARCH METHODOLOGY	40
3.1 Research Design	40
3.2 Population and Sample	41
3.2.1 Population.....	41
3.2.2 Sample	42
3.3 Data Collection Method.....	44
3.4 Operational Variable Definition and Variable Measurement.....	45
3.4.1 Operational Variable Definition.....	45
3.4.2 Variable Measurement	48
3.5 Data Analysis Method	49
3.5.1 Research Instrument Test.....	49
3.5.1.1 Validity Test.....	49
3.5.1.2 Reliability Test	50
3.5.2 Descriptive Statistics	51
3.5.2.1 Mean.....	52
3.5.2.2 Median.....	52
3.5.2.3 Mode	53
3.5.2.4 Variance.....	53
3.5.2.5 Standard Deviation.....	54
3.5.3 Partial Least Squares Structural Equation Modeling.....	55
3.5.3.1 The Outer Models	56
3.5.3.2 The Inner Model.....	60
3.6 Hypothesis Test (Bootstrapping)	63

CHAPTER IV RESEARCH RESULT AND DISCUSSION	65
4.1 General View of Warung Babi Guling Pande Egi	65
4.2 Research Result	67
4.2.1 Test of Research.....	67
4.2.2 Characteristics of Respondents.....	70
4.2.3 Explanation of Respondents on Research Variables.....	73
4.3 Descriptive Statistics	83
4.3.1 Results of Data Quality Testing.....	93
4.3.1.1 Outer Model	93
4.3.1.2 Inner Model	100
4.4 Discussion.....	106
CHAPTER V CONCLUSION	119
5.1 Conclusion	119
5.2 Recommendation	120
REFERENCES.....	127

LIST OF FIGURES

Figure 1.1 Bali's Tourism Development 2023	2
Figure 2.1 Research Model	38
Figure 2.2 Framework of Thinking	39
Figure 4.1 Warung Babi Guling Pande Egi Logo	66
Figure 4.2 Warung Babi Guling Pande Egi Products	66
Figure 4.3 Measurement Model Analysis	94



LIST OF TABLES

Table 1.1 Consumer's Reviews	7
Table 1.2 Pre-Test Survey	10
Table 2.1 Indicators of Food Novelty	21
Table 2.2 Indicators of Food Quality	23
Table 2.3 Indicators of Restaurant Quality	24
Table 2.4 Indicators of Food Culture Differences.....	26
Table 2.5 Indicators of Future Intentions	28
Table 2.6 The Results of Previous Research	33
Table 3.1 Indicators of the Research	46
Table 3.2 Likert Scale	49
Table 4.1 Validity Test Result for Food Novelty (FN)	68
Table 4.2 Validity Test Result for Food Quality (FQ).....	68
Table 4.3 Validity Test Result for Restaurant Quality (RQ).....	69
Table 4.4 Validity Test Result for Future Intentions (FI)	69
Table 4.5 Validity Test Result for Food Culture Differences (FCD).....	69
Table 4.6 Reliability Test Results.....	70
Table 4.7 Number of Respondents Based on Nationality/City	70
Table 4.8 Number of Respondents Based on Gender	71
Table 4.9 Number of Respondents Based on Age	72
Table 4.10 Number of Respondents Based on Occupation.....	72
Table 4.11 Number of Respondents Based on Last Visit	73
Table 4.12 Responses for Food Novelty (FN)	74
Table 4.13 Responses for Food Quality (FQ)	76
Table 4.14 Responses for Restaurant Quality (RQ)	77
Table 4.15 Responses for Future Intentions (FI).....	78
Table 4.16 Responses for Food Culture Differences (FCD)	80
Table 4.17 Measurement Score from Interval Class Formula.....	84

Table 4.18 Descriptive Statistics of FN Statements	84
Table 4.19 Measurement Score for FN	85
Table 4.20 Descriptive Statistics for FN	85
Table 4.21 Descriptive Statistics of FQ Statements	86
Table 4.22 Measurement Score for FQ	87
Table 4.23 Descriptive Statistics for FQ	87
Table 4.24 Descriptive Statistics of RQ Statements.....	88
Table 4.25 Measurement Score for RQ.....	89
Table 4.26 Descriptive Statistics for RQ.....	89
Table 4.27 Descriptive Statistics of FI Statements.....	89
Table 4.28 Measurement Score for FI.....	90
Table 4.29 Descriptive Statistics for FI.....	91
Table 4.30 Descriptive Statistics of FCD Statements	92
Table 4.31 Measurement Score for FCD.....	93
Table 4.32 Descriptive Statistics for FCD.....	93
Table 4.33 Loading, Composite Reliability (CR), Average Variance Extracted (AVE)	95
Table 4.34 Heterotrait-Monotrait Ratio Results.....	96
Table 4.35 Fornell-Larcker Criterion	97
Table 4.36 Cross-loading Test Results	98
Table 4.37 Construct Reliability Result	99
Table 4.38 Multicollinearity Test Results	99
Table 4.39 R-square Result	100
Table 4.40 Q-square Result.....	101
Table 4.41 F-square Results	101
Table 4.42 Path Coefficient Results	103

LIST OF APPENDICES

APPENDIX A: PRE-TEST SURVEY (GOOGLE FORMS).....	A-1
APPENDIX B: QUESTIONNAIRE (GOOGLE FORMS)	B-1
APPENDIX C: PRE-TEST SURVEY RESPONDENTS	C-1
APPENDIX D: PRE-TEST RESPONDENTS FOR FOOD NOVELTY (FN).....	D-1
APPENDIX E: PRE-TEST RESPONDENTS FOR FOOD QUALITY (FQ).....	E-1
APPENDIX F: PRE-TEST RESPONDENTS FOR RESTAURANT QUALITY (RQ)	F-1
APPENDIX G: PRE-TEST RESPONDENTS FOR FUTURE INTENTIONS (FI) G-1	
APPENDIX H: PRE-TEST RESPONDENTS FOR FOOD CULTURE DIFFERENCES (FCD).....	H-1
APPENDIX I: MAIN RESPONDENTS FOR FOOD NOVELTY (FN).....	I-1
APPENDIX J: MAIN RESPONDENTS FOR FOOD QUALITY (FQ)	J-1
APPENDIX K: MAIN RESPONDENTS FOR RESTAURANT QUALITY (RQ) .	K-1
APPENDIX L: MAIN RESPONDENTS FOR FUTURE INTENTIONS (FI)	L-1
APPENDIX M: MAIN RESPONDENTS FOR FOOD CULTURE DIFFERENCES (FCD)	M-1
APPENDIX N: SPSS 30 OUTPUT	N-1
APPENDIX O: SMARTPLS 4 OUTPUT	O-1
APPENDIX P: TURNITIN CHECK	P-1