

Table of Contents

FINAL ASSIGNMENT STATEMENT AND UPLOAD

AGREEMENT.....	Er ror! Bookmark not defined.
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	v
ABSTRACT.....	vi
ABSTRAK.....	vii
PREFACE.....	viii
CHAPTER I.....	1
1.1 Background of the Study.....	1
1.2 Problem Limitation.....	12
1.3 Problem Formulation.....	13
1.4 Objective of the Research.....	14
1.5 Benefit of the Research.....	15
1.5.1 Theoretical Benefit	15
1.5.2 Practical Benefit	16
CHAPTER II.....	17
2.1 Theoretical Background.....	17
2.1.1 Hospitality Management	17
2.1.2 Restaurant Industry	18
2.1.3 Brand Awareness	18
2.1.4 Social Media Marketing.....	19
2.1.5 Restaurant Atmosphere	21
2.1.6 Intention to Purchase	22
2.2 Previous Research.....	24
2.3 Hypothesis Development.....	26
2.4 Research Model.....	27
2.5 Framework of Thinking.....	28
CHAPTER III.....	29
3.1 Research Design.....	29

3.2 Population and Sample.....	30
3.3 Data Collection Method.....	31
3.4 Operational Variable Definition and Variable Measurement.....	33
3.5 Data Analysis Method.....	38
3.5.1 Descriptive Statistic.....	39
3.5.2 Data Quality Test	42
3.5.3 Classical Assumption Testing	44
3.5.4 Multiple Linear Regression	45
3.5.5 Hypothesis Test	46
CHAPTER IV.....	49
4.1 General View of "Research Object"	49
4.1.1 Brief Overview of Sondoro Seafood, Medan	49
4.1.2 Vision and Mission of Sondoro Seafood, Medan.....	49
4.2 Research Result.....	50
4.2.1 Descriptive Statistic.....	50
4.2.2 Result of Data Quality Testing.....	74
4.2.3 Result of Data Quality Testing.....	78
4.2.4 Result of Hypothesis Testing.....	85
4.3 Discussion.....	90
CHAPTER V.....	93
5.1 Conclusion.....	93
5.2 Recommendation.....	95
REFERENCES.....	98

LIST OF FIGURE

Figure 1. 1 Graphic of Data Sales	6
Figure 1. 2 Instagram Profile of Sondoro Seafood	8
Figure 1. 3 Insight of Instagram Profile	9
Figure 2. 1 Research Model.....	27
Figure 4. 1 Normality Histogram.....	78
Figure 4. 2 Normality P-Plot	79
Figure 4. 3 Scatter Plot	81



LIST OF TABLE

Table 1. 1 Google Review	2
Table 1. 2 Internal Survey	3
Table 1. 3 Data Sales of Sondoro Seafood	5
Table 2. 1 Previous Research.....	24
Table 3. 1 Definition of Operational Variable	34
Table 3. 2 Likert Scale Measurement.....	38
Table 4. 1 Gender of Respondent.....	50
Table 4. 2 Age of Respondent	51
Table 4. 3 Degree of Assessment for Each Variable.....	52
Table 4. 4 Responses of Respondents about Brand Awareness	53
Table 4. 5 Responses of Respondents about Social Media Marketing.....	55
Table 4. 6 Responses of Respondents about Restaurant Atmosphere	58
Table 4. 7 Responses of Respondents about Intention to Purchase	61
Table 4. 8 Description of Responses of Respondents about Brand Awareness	64
Table 4. 9 Description of Responses of Respondents about Social Media Marketing	66
Table 4. 10 Description of Responses of Respondents about Restaurant Atmosphere	69
Table 4. 11 Description of Responses of Respondents about Intention to Purchase.....	72
Table 4. 12 Validity Test of Brand Awareness	75
Table 4. 13 Validity Test of Social Media Marketing.....	75
Table 4. 14 Validity Test of Restaurant Atmosphere	76
Table 4. 15 Validity Test of Intention to Purchase	76
Table 4. 16 Reliability test of All Variables	77
Table 4. 17 Result of Kolmogorov-Smirnov Test.....	79
Table 4. 18 Result of Multicollinearity Test.....	80
Table 4. 19 Result of Glejser Test.....	82
Table 4. 20 Result of Multiple Linear Regression Analysis	83
Table 4. 21 Result of Coefficient of Determination.....	85
Table 4. 22 Result of T-Test	86
Table 4. 23 Result of F-test	89

LIST OF APPENDICES

APPENDIX A : QUESTIONNAIRE	A-1
APPENDIX B : DATA TABULATION	B-1
APPENDIX C : DESCRIPTIVE STATISTICAL ANALYSIS	C-1
APPENDIX D : DATA QUALITY TESTING	D-1
APPENDIX E : CLASSICAL ASSUMPTION TEST	E-1
APPENDIX F : REGRESSION ANALYSIS	F-1
APPENDIX G : HYPOTHESIS TESTING	G-1

