

## DAFTAR ISI

|   |       |
|---|-------|
| ABSTRAK .....   | v     |
| <i>ABSTRACT</i> .....   | vi    |
| KATA PENGANTAR .....  | vii   |
| DAFTAR ISI.....   | x     |
| DAFTAR GAMBAR .....   | xvi   |
| DAFTAR GRAFIK.....  | xvii  |
| DAFTAR DIAGRAM.....   | xviii |
| DAFTAR TABEL.....   | xix   |
| BAB I PENDAHULUAN.....  | 1     |
| 1.1. Latar Belakang Masalah.....  | 1     |
| 1.2. Rumusan Masalah.....   | 10    |
| 1.3. Pertanyaan Penelitian .....  | 11    |
| 1.4. Tujuan Penelitian.....   | 15    |
| 1.5. Manfaat Penelitian.....  | 16    |
| 1.5.1. Manfaat Akademis .....   | 16    |
| 1.5.2. Manfaat Praktis .....  | 16    |
| 1.6. Sistematika Penulisan.....   | 17    |
| BAB II TINJAUAN PUSTAKA.....  | 19    |
| 2.1. Dasar-Dasar Teori .....  | 19    |
| 2.1.1. <i>Theory of Dining dan Theoretical Foundations of the Restaurant Business</i> ..... | 19    |
| 2.1.2. <i>Food Quality</i> .....  | 21    |
| 2.1.3. <i>Service Quality</i> .....   | 22    |
| 2.1.3.1. <i>Tangibles</i> .....   | 23    |
| 2.1.3.2. <i>Reliability</i> .....   | 23    |
| 2.1.3.3. <i>Responsiveness</i> .....  | 24    |
| 2.1.3.4. <i>Assurance</i> .....   | 25    |
| 2.1.3.5. <i>Emphaty</i> .....   | 26    |
| 2.1.4. <i>Quality of Physical Environment</i> .....   | 27    |
| 2.2. <i>Customer Perception of Value Theory</i> .....                                       | 28    |

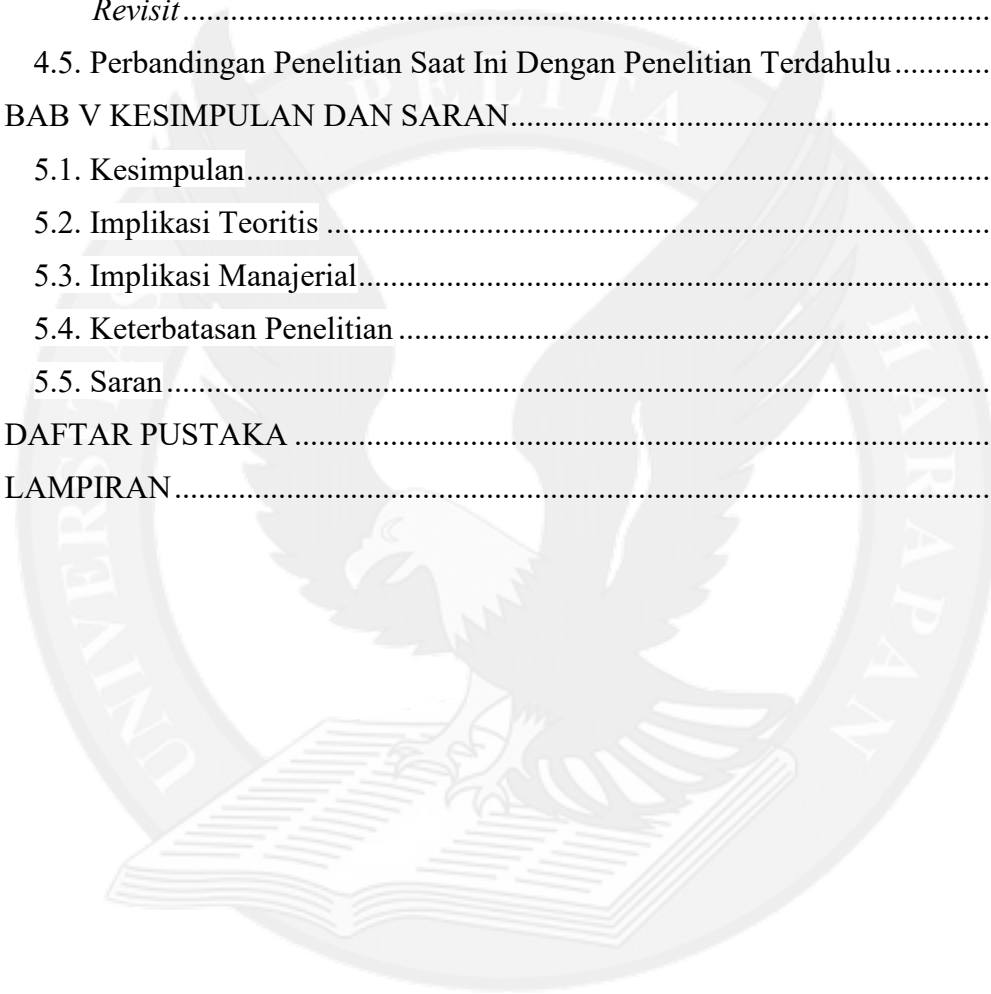
|   |    |
|---|----|
| 2.2.1. <i>Economic Value</i> .....  | 30 |
| 2.2.2. <i>Functional Value</i> .....  | 31 |
| 2.2.3. <i>Emotional Value</i> .....   | 32 |
| 2.2.4. <i>Symbolic Value</i> .....  | 32 |
| 2.2.5. <i>Healthy Value</i> .....   | 32 |
| 2.3. <i>Customer Intention Behaviour</i> .....  | 33 |
| 2.3.1. <i>Intention to Recommend</i> .....  | 33 |
| 2.3.2. <i>Satisfaction</i> .....  | 34 |
| 2.3.3. <i>Intention to Revisit</i> .....  | 34 |
| 2.4. Pengaruh Variabel <i>Food Quality</i> dengan <i>Economic Value</i> .....                       | 35 |
| 2.5. Pengaruh Variabel <i>Food Quality</i> dengan <i>Functional Value</i> .....                     | 36 |
| 2.6. Pengaruh Variabel <i>Food Quality</i> dengan <i>Emotional Value</i> .....                      | 37 |
| 2.7. Pengaruh Variabel <i>Food Quality</i> dengan <i>Symbolic Value</i> .....                       | 39 |
| 2.8. Pengaruh Variabel <i>Food Quality</i> dengan <i>Healthy Value</i> .....                        | 40 |
| 2.9. Pengaruh Variabel <i>Service Quality</i> dengan <i>Economic Value</i> .....                    | 42 |
| 2.10. Pengaruh Variabel <i>Service Quality</i> dengan <i>Functional Value</i> .....                 | 43 |
| 2.11. Pengaruh Variabel <i>Service Quality</i> dengan <i>Emotional Value</i> .....                  | 44 |
| 2.12. Pengaruh Variabel <i>Service Quality</i> dengan <i>Symbolic Value</i> .....                   | 45 |
| 2.13. Pengaruh Variabel <i>Service Quality</i> dengan <i>Healthy Value</i> .....                    | 46 |
| 2.14. Pengaruh Variabel <i>Quality of Physical Environment</i> dengan <i>Economic Value</i> .....   | 47 |
| 2.15. Pengaruh Variabel <i>Quality of Physical Environment</i> dengan <i>Functional Value</i> ..... | 48 |
| 2.16. Pengaruh Variabel <i>Quality of Physical Environment</i> dengan <i>Emotional Value</i> .....  | 49 |
| 2.17. Pengaruh Variabel <i>Quality of Physical Environment</i> dengan <i>Symbolic Value</i> .....   | 50 |
| 2.18. Pengaruh Variabel <i>Quality of Physical Environment</i> dengan <i>Healthy Value</i> .....    | 51 |
| 2.19. Pengaruh <i>Economic Value</i> dengan <i>Intention to Recommend</i> .....                     | 53 |
| 2.20. Pengaruh <i>Economic Value</i> dengan <i>Satisfaction</i> .....                               | 54 |
| 2.21. Pengaruh <i>Economic Value</i> dengan <i>Intention to Revisit</i> .....                       | 54 |
| 2.22. Pengaruh <i>Functional Value</i> dengan <i>Intention to Recommend</i> .....                   | 56 |

|  |           |
|--|-----------|
| 2.23. Pengaruh <i>Functional Value</i> dengan <i>Satisfaction</i> .....          | 58        |
| 2.24. Pengaruh <i>Functional Value</i> dengan <i>Intention to Revisit</i> .....  | 58        |
| 2.25. Pengaruh <i>Emotional Value</i> dengan <i>Intention to Recommend</i> ..... | 60        |
| 2.26. Pengaruh <i>Emotional Value</i> dengan <i>Satisfaction</i> .....           | 61        |
| 2.27. Pengaruh <i>Emotional Value</i> dengan <i>Intention to Revisit</i> .....   | 62        |
| 2.28. Pengaruh <i>Symbolic Value</i> dengan <i>Intention to Recommend</i> .....  | 63        |
| 2.29. Pengaruh <i>Symbolic Value</i> dengan <i>Satisfaction</i> .....            | 64        |
| 2.30. Pengaruh <i>Symbolic Value</i> dengan <i>Intention to Revisit</i> .....    | 65        |
| 2.31. Pengaruh <i>Healthy Value</i> dengan <i>Intention to Recommend</i> .....   | 66        |
| 2.32. Pengaruh <i>Healthy Value</i> dengan <i>Satisfaction</i> .....             | 67        |
| 2.33. Pengaruh <i>Healthy Value</i> dengan <i>Intention to Revisit</i> .....     | 68        |
| 2.34. Pengaruh <i>Satisfaction</i> dengan <i>Intention to Recommend</i> .....    | 69        |
| 2.35. Pengaruh <i>Satisfaction</i> dengan <i>Intention to Revisit</i> .....      | 70        |
| 2.36. Model Penelitian.....  | 71        |
| <b>BAB III METODE PENELITIAN</b> .....   | <b>72</b> |
| 3.1. Paradigma Penelitian .....  | 72        |
| 3.2. Penelitian Kuantitatif.....   | 72        |
| 3.3. Desain Penelitian .....   | 74        |
| 3.4. Objek Penelitian .....  | 74        |
| 3.5. Subjek Penelitian .....   | 75        |
| 3.6. Unit Analisis.....  | 76        |
| 3.7. Pengukuran Variabel .....   | 76        |
| 3.8. Tabel Defini Konseptual dan Definisi Operasional (DKDO) .....               | 78        |
| 3.9. Metode Pengumpulan Data .....   | 91        |
| 3.10. Teknik Pengumpulan Data .....  | 92        |
| 3.11. Populasi .....   | 92        |
| 3.12. Sampel.....  | 93        |
| 3.13. Ukuran Sampel.....   | 94        |
| 3.14. Metode Analisis Data .....   | 94        |
| 3.14.1. <i>PLS-SEM (Partial Least Square-Structural Equation Model)</i> .....    | 95        |
| 3.14.2. Model Pengukuran ( <i>Outer Model</i> ).....                             | 95        |
| 3.14.2.1. Reliabilitas Indikator ( <i>Outer Loading</i> ) .....                  | 96        |

|   |     |
|---|-----|
| 3.14.2.2. Reliabilitas Variabel ( <i>Cronbach's Alpha - Composite Reliability</i> ) | 96  |
| 3.14.2.3. Validitas Variabel (AVE)  | 97  |
| 3.14.2.4. Discriminant Validity (HTMT)  | 98  |
| 3.14.3. <i>Inner Model</i>  | 98  |
| 3.14.3.1. Uji Multikolinearitas (VIF)   | 98  |
| 3.14.3.2. Rsquare ( $R^2$ )   | 99  |
| 3.14.3.3. <i>Effect Size (f-squared)</i>  | 99  |
| 3.14.3.4. <i>Predictive Relevance (Q-squared predict)</i>                           | 100 |
| 3.14.3.5. Hasil uji Hipotesis   | 101 |
| 3.15. Analisis IPMA   | 102 |
| 3.16. Uji Pendahuluan ( <i>Pre-test</i> )   | 104 |
| 3.16.1. Outer Model   | 105 |
| 3.16.1.1. Reliabilitas Indikator ( <i>Outer Loading</i> )                           | 106 |
| 3.16.1.2. Reliabilitas Variabel ( <i>Composite Reliability</i> )                    | 109 |
| 3.16.1.3. Validitas Variabel (AVE)  | 112 |
| 3.16.2. Hasil Pre-Test  | 115 |
| BAB IV PEMBAHASAN   | 118 |
| 4.1. Profil Demografis Responden  | 118 |
| 4.1.1. Jenis Kelamin  | 118 |
| 4.1.2. Usia Responden   | 119 |
| 4.1.3. Domisili Responden   | 120 |
| 4.1.4. Pendidikan Terakhir Responden  | 121 |
| 4.1.5. Pekerjaan Responden  | 121 |
| 4.1.6. Penghasilan Perbulan Responden   | 122 |
| 4.2. Profil Perilaku Responden  | 123 |
| 4.3. Statistik Deskriptif   | 131 |
| 4.3.1. Statistika Deskriptif Variabel <i>Food Quality</i>                           | 132 |
| 4.3.2. Statistika Deskriptif Variabel <i>Service Quality</i>                        | 133 |
| 4.3.3. Statistika Deskriptif Variabel <i>Quality of Physical Environment</i>        | 139 |
| 4.3.4. Statistika Deskriptif Variabel <i>Economic Value</i>                         | 140 |
| 4.3.5. Statistika Deskriptif Variabel <i>Functional Value</i>                       | 141 |

|  |     |
|--|-----|
| 4.3.6. Statistika Deskriptif Variabel <i>Emotional Value</i> .....                       | 143 |
| 4.3.7. Statistika Deskriptif Variabel <i>Symbolic Value</i> .....                        | 144 |
| 4.3.8. Statistika Deskriptif Variabel <i>Healthy Value</i> .....                         | 145 |
| 4.3.9. Statistika Deskriptif Variabel <i>Intention to Recommend</i> .....                | 147 |
| 4.3.10. Statistika Deskriptif Variabel <i>Satisfaction</i> .....                         | 148 |
| 4.3.11. Statistika Deskriptif Variabel <i>Intention to Revisit</i> .....                 | 149 |
| 4.4. Statistika Inferensial .....  | 150 |
| 4.4.1. Model Pengukuran <i>Outer Model – LOC</i> .....                                   | 152 |
| 4.4.1.1. Reliabilitas Indikator ( <i>Outer Loading</i> ) – <i>LOC</i> .....              | 153 |
| 4.4.1.2. Reliabilitas Variabel ( <i>Construct Reliability</i> ) – <i>LOC</i> .....       | 155 |
| 4.4.1.3. Validitas Variabel ( <i>Average Variance Extracted</i> ) – <i>LOC</i> .....     | 156 |
| 4.4.2. Model Pengukuran <i>Outer Model – HOC</i> .....                                   | 159 |
| 4.4.2.1. Reliabilitas Indikator ( <i>Outer Loading</i> ) – <i>HOC</i> .....              | 160 |
| 4.4.2.2. Reliabilitas Variabel ( <i>Construct Reliability</i> ) – <i>HOC</i> .....       | 160 |
| 4.4.2.3. Validitas Variabel ( <i>Average Variance Extracted</i> ) – <i>HOC</i> .....     | 161 |
| 4.4.2.4. <i>Discriminant Validity (Heterotrait-monotrait ratio)</i> – <i>HOC</i> .....   | 162 |
| 4.4.3. Inner Model.....  | 164 |
| 4.4.3.1. Uji Multikolinearitas (VIF) .....   | 165 |
| 4.4.3.2. <i>Rsquare (R<sup>2</sup>)</i> .....  | 167 |
| 4.4.3.3. <i>Effect Size (F-squared)</i> .....  | 171 |
| 4.4.3.4. <i>Predictive Relevance (Q-square predict)</i> .....                            | 175 |
| 4.4.3.5. <i>CVPAT (Cross-Validated Predictive Ability Test)</i> .....                    | 178 |
| 4.4.3.6. Hasil uji Hipotesis .....   | 180 |
| 4.4.4. Analisis <i>IPMA (Importance Performance Map Analysis)</i> .....                  | 193 |
| 4.4.4.1. <i>Importance Performance Map Analysis (IPMA) target Economic Value</i> .....   | 193 |
| 4.4.4.2. <i>Importance Performance Map Analysis (IPMA) target Functional Value</i> ..... | 195 |
| 4.4.4.3. <i>Importance Performance Map Analysis (IPMA) target Emotional Value</i> .....  | 197 |
| 4.4.4.4. <i>Importance Performance Map Analysis (IPMA) target Symbolic Value</i> .....   | 199 |

|  |     |
|--|-----|
| 4.4.4.5. <i>Importance Performance Map Analysis (IPMA) target Healthy Value</i> .....          | 201 |
| 4.4.4.6. <i>Importance Performance Map Analysis (IPMA) target Intention to Recommend</i> ..... | 203 |
| 4.4.4.7. <i>Importance Performance Map Analysis (IPMA) target Satisfaction</i> .....           | 207 |
| 4.4.4.8. <i>Importance Performance Map Analysis (IPMA) target Intention to Revisit</i> .....   | 210 |
| 4.5. Perbandingan Penelitian Saat Ini Dengan Penelitian Terdahulu .....                        | 212 |
| BAB V KESIMPULAN DAN SARAN .....   | 215 |
| 5.1. Kesimpulan .....  | 215 |
| 5.2. Implikasi Teoritis .....  | 230 |
| 5.3. Implikasi Manajerial .....  | 232 |
| 5.4. Keterbatasan Penelitian .....   | 238 |
| 5.5. Saran .....   | 239 |
| DAFTAR PUSTAKA .....   | 240 |
| LAMPIRAN .....   | 257 |



## DAFTAR GAMBAR

|   |     |
|---|-----|
| GAMBAR 1.1 KEKUATAN EKONOMI FANS KPOP DI INDONESIA .....                            | 3   |
| GAMBAR 2.1 MODEL PENELITIAN YANG DIAJUKAN.....                                      | 71  |
| GAMBAR 3.1 OUTER MODEL SETELAH DILAKUKAN ELIMINASI .....                            | 105 |
| GAMBAR 3.2 MODEL PENELITIAN LOWER ORDER CONSTRUCT UJI AKTUAL.....                   | 116 |
| GAMBAR 3.3 MODEL PENELITIAN HIGHER ORDER CONSTRUCT UJI AKTUAL .....                 | 117 |
| GAMBAR 4.1 DAFTAR MENU ALL-YOU-CAN-EAT RESTORAN OHARANG BBQ.....                    | 126 |
| GAMBAR 4.2 HASIL OUTER MODEL LOWER ORDER CONSTRUCT PADA PENELITIAN<br>AKTUAL .....  | 152 |
| GAMBAR 4.3 HASIL OUTER MODEL HIGHER ORDER CONSTRUCT PADA PENELITIAN<br>AKTUAL ..... | 159 |
| GAMBAR 4.4 INNER MODEL ONE-TAILED.....  | 165 |
| GAMBAR 4.5 KUADRAN IPMA ECONOMIC VALUE .....  | 194 |
| GAMBAR 4.6 KUADRAN IPMA FUNCTIONAL VALUE .....                                      | 196 |
| GAMBAR 4.7 KUADRAN IPMA EMOTIONAL VALUE .....                                       | 198 |
| GAMBAR 4.8 KUADRAN IPMA SYMBOLIC VALUE.....   | 200 |
| GAMBAR 4.9 KUADRAN IPMA HEALTHY VALUE.....  | 202 |
| GAMBAR 4.10 KUADRAN IPMA INTENTION TO RECOMMEND .....                               | 204 |
| GAMBAR 4.11 KUADRAN IPMA SATISFACTION.....  | 208 |
| GAMBAR 4.12 KUADRAN IPMA INTENTION TO REVISIT .....                                 | 211 |

## DAFTAR GRAFIK

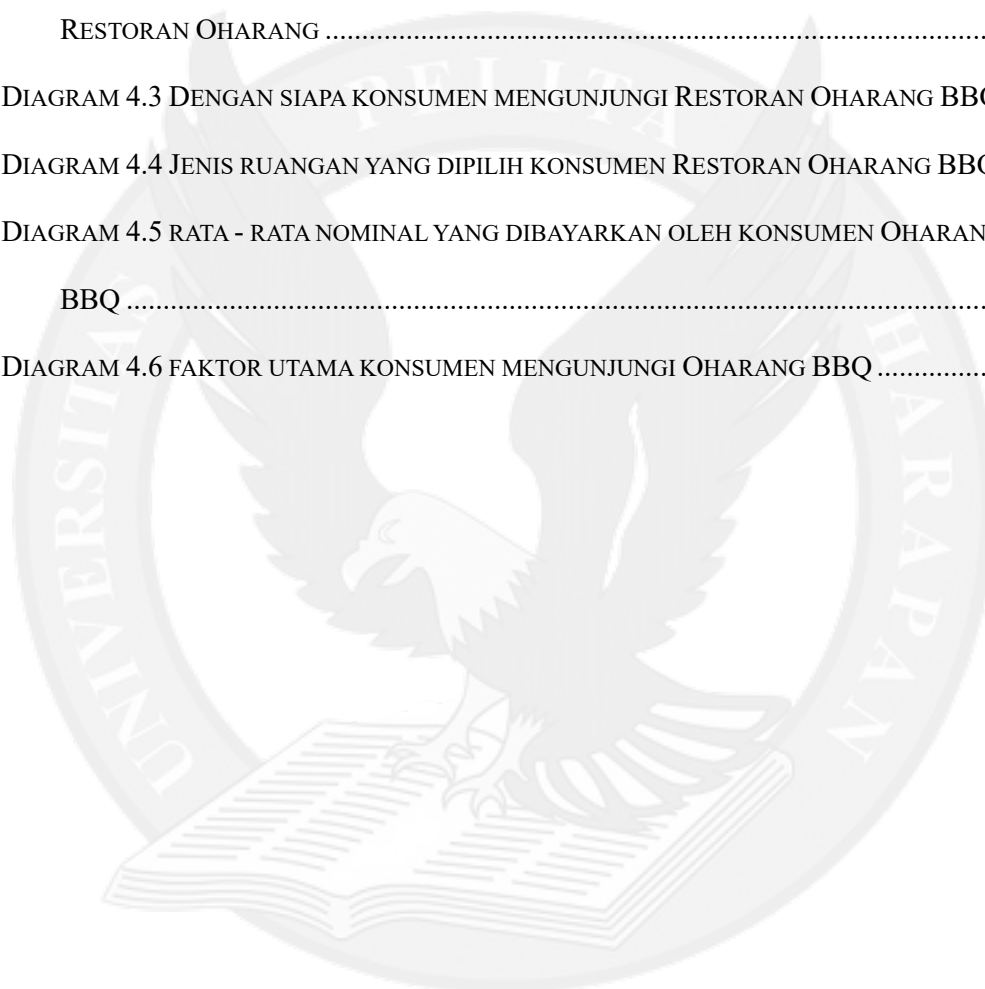
|  |     |
|--|-----|
| GRAFIK 1.1 POPULARITAS KULINER KOREA SELATAN DI DUNIA TAHUN 2022 .....           | 5   |
| GRAFIK 4.1 PILIHAN PAKET ALL-YOU-CAN-EAT YANG PALING POPULER DI OHARANG...       | 125 |
| GRAFIK 4.2 OPSI METODE PEMBAYARAN PILIHAN KONSUMEN RESTORAN OHARANG BBQ<br>..... | 128 |





## DAFTAR DIAGRAM

|  |     |
|--|-----|
| DIAGRAM 4.1 RATA-RATA JUMLAH HARI DALAM SEBULAN YANG DIHABISKAN UNTUK<br>MENGUNJUNGI RESTORAN OHARANG..... | 123 |
| DIAGRAM 4.2 LAYANAN YANG PALING SERING DIPESAN KONSUMEN SAAT MENGUNJUNGI<br>RESTORAN OHARANG .....         | 124 |
| DIAGRAM 4.3 DENGAN SIAPA KONSUMEN MENGUNJUNGI RESTORAN OHARANG BBQ.  | 127 |
| DIAGRAM 4.4 JENIS RUANGAN YANG DIPILIH KONSUMEN RESTORAN OHARANG BBQ.                                      | 128 |
| DIAGRAM 4.5 RATA - RATA NOMINAL YANG DIBAYARKAN OLEH KONSUMEN OHARANG<br>BBQ .....                         | 129 |
| DIAGRAM 4.6 FAKTOR UTAMA KONSUMEN MENGUNJUNGI OHARANG BBQ .....  | 130 |



## DAFTAR TABEL

|  |     |
|--|-----|
| TABEL 1.1 JENIS RESTORAN KOREA DI INDONESIA .....  | 6   |
| TABEL 1.2 JENIS RESTORAN ALL YOU CAN EAT DI KOTA BANDUNG.....  | 7   |
| TABEL 1.3 REKOMENDASI RESTORAN ALL-YOU-CAN-EAT DI KOTA BANDUNG .....                                   | 7   |
| TABEL 1.4 LOKASI CABANG RESTORAN OHARANG BBQ BANDUNG .....   | 9   |
| TABEL 3.1 TABEL DEFINISI KONSEPTUAL DAN OPERATIONAL (DKDO) .....                                       | 78  |
| TABEL 3.2 NILAI OUTER LOADING LOWER ORDER CONSTRUCT (RELIABILITAS<br>INDIKATOR) SESUDAH ELIMINASI..... | 106 |
| TABEL 3.3 NILAI OUTER LOADING DAN AVE SETELAH ELIMINASI .....  | 108 |
| TABEL 3.4 RELIABILITAS VARIABEL (HIGHER ORDER CONSTRUCT) PADA KONSTRUK<br>SERVICE QUALITY .....        | 110 |
| TABEL 3.5 RELIABILITAS VARIABEL (LOWER ORDER CONSTRUCT) PADA KONSTRUK<br>SERVICE QUALITY .....         | 110 |
| TABEL 3.6 RELIABILITAS VARIABEL (LOWER ORDER CONSTRUCT) .....  | 111 |
| TABEL 3.7 VALIDITAS VARIABEL (HIGHER ORDER CONSTRUCT) PADA KONSTRUK<br>SERVICE QUALITY .....           | 112 |
| TABEL 3.8 VALIDITAS VARIABEL (LOWER ORDER CONSTRUCT) PADA KONSTRUK SERVICE<br>QUALITY .....            | 113 |
| TABEL 3.9 VALIDITAS VARIABEL.....  | 114 |
| TABEL 4.1 USIA RESPONDEN.....  | 119 |
| TABEL 4.2 USIA RESPONDEN.....  | 119 |
| TABEL 4.3 DOMISILI RESPONDEN .....   | 120 |
| TABEL 4.4 PENDIDIKAN TERAKHIR RESPONDEN .....  | 121 |
| TABEL 4.5 PEKERJAAN RESPONDEN .....  | 121 |

|  |     |
|--|-----|
| TABEL 4.6 PENGHASILAN PERBULAN RESPONDEN .....   | 122 |
| TABEL 4.7 KATEGORI JAWABAN RESPONDEN .....   | 131 |
| TABEL 4.8 STATISTIKA DESKRIPTIF VARIABEL FOOD QUALITY .....  | 132 |
| TABEL 4. 9 STATISTIKA DESKRIPTIF VARIABEL SERVICE QUALITY .....                                    | 133 |
| TABEL 4.10 STATISTIKA DESKRIPTIF QUALITY OF PHYSICAL ENVIRONMENT.....                              | 139 |
| TABEL 4.11 STATISTIKA DESKRIPTIF VARIABEL ECONOMIC VALUE .....                                     | 140 |
| TABEL 4.12 STATISTIKA DESKRIPTIF VARIABEL FUNCTIONAL VALUE.....                                    | 141 |
| TABEL 4.13 STATISTIKA DESKRIPTIF VARIABEL EMOTIONAL VALUE .....                                    | 143 |
| TABEL 4.14 STATISTIKA DESKRIPTIF VARIABEL SYMBOLIC VALUE.....                                      | 144 |
| TABEL 4.15 STATISTIKA DESKRIPTIF VARIABEL HEALTHY VALUE .....                                      | 145 |
| TABEL 4.16 STATISTIKA DESKRIPTIF VARIABEL INTENTION TO RECOMMEND.....                              | 147 |
| TABEL 4.17 STATISTIKA DESKRIPTIF VARIABEL SATISFACTION .....                                       | 148 |
| TABEL 4.18 STATISTIKA DESKRIPTIF VARIABEL INTENTION TO REVISIT.....                                | 149 |
| TABEL 4.19 NILAI OUTER LOADING (REALIBILITAS INDIKATOR) VARIABEL.....                              | 153 |
| TABEL 4.20 NILAI OUTER LOADING (REALIBILITAS INDIKATOR) VARIABEL SERVICE<br>QUALITY (LOC) .....    | 154 |
| TABEL 4.21 NILAI CRONBACH'S ALPHA & NILAI COMPOSITE RELIABILITY (LOC) .....                        | 156 |
| TABEL 4.22 NILAI AVE (AVERAGE VARIANCE EXTRACTED) – LOC .....                                      | 157 |
| TABEL 4.23 NILAI OUTER LOADING (REALIBILITAS INDIKATOR) VARIABEL SERVICE<br>QUALITY (HOC).....     | 160 |
| TABEL 4.24 NILAI CRONBACH'S ALPHA & NILAI COMPOSITE RELIABILITY (HOC) .....                        | 161 |
| TABEL 4.25 NILAI AVE (AVERAGE VARIANCE EXTRACTED) – HOC.....                                       | 161 |
| TABEL 4.26 TABEL METRIK UJI DISCRIMINANT VALIDITY HETEROTRAIT-MONOTRAIT<br>RATIO (HTMT) - HOC..... | 163 |
| TABEL 4.27 TABEL METRIK NILAI INNER VIF KONSTRUK.....  | 166 |

|  |     |
|--|-----|
| TABEL 4.28 NILAI RSQUARE KONSTRUK.....                                   | 167 |
| TABEL 4.29 TABEL METRIK NILAI FSQUARED.....                              | 172 |
| TABEL 4.30 TABEL NILAI FSQUARED.....                                     | 173 |
| TABEL 4.31 Q-SQUARE PREDICT .....  | 176 |
| TABEL 4.32 PLS_SEM MAE & LM_MAE.....                                     | 177 |
| TABEL 4.33 CVPAT.....  | 179 |
| TABEL 4.34 HASIL UJI HIPOTESIS .....                                     | 180 |
| TABEL 4.35 IPMA ECONOMIC VALUE .....                                     | 193 |
| TABEL 4.36 IPMA FUNCTIONAL VALUE.....                                    | 195 |
| TABEL 4.37 IPMA EMOTIONAL VALUE .....                                    | 197 |
| TABEL 4.38 IPMA SYMBOLIC VALUE.....                                      | 199 |
| TABEL 4.39 IPMA HEALTHY VALUE .....                                      | 201 |
| TABEL 4.40 IPMA INTENTION TO RECOMMEND .....                             | 203 |
| TABEL 4.41 IPMA SATISFACTION .....                                       | 207 |
| TABEL 4.42 IPMA INTENTION TO REVISIT.....                                | 210 |
| TABEL 4.43 PERBANDINGAN PENELITIAN TERDAHULU DENGAN PENILITAN TERKINI... | 213 |
| TABEL 5.1 RANGKUMAN HASIL ANALISIS IPMA .....                            | 234 |