

Table of Contents

COVER PAGE	i
TITLE PAGE	ii
ABSTRACT	ix
PREFACE	xiii
CHAPTER 1	xxix
INTRODUCTION	1
1.1 Background of the Study	1
1.2 Problem Limitation	11
1.3 Problem Formulation	11
1.4 Research Objective	12
1.5 Benefit of the Research	13
1.5.1 Theoretical Benefit	13
1.5.2 Practical Benefit	13
CHAPTER II	14
LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	14
2.1 Theoretical Background	14
2.1.1 Food and Beverage Industry	14
2.1.2 Consumer Behavior	15

2.1.3	Service Quality.....	16
2.1.4	Menu Variety.....	19
2.1.5	Viral Marketing.....	22
2.1.6	Intent to Revisit.....	27
2.2	Previous Research.....	30
2.3	Hypothesis Development.....	31
2.4	Research Model.....	32
2.5	Framework of Thinking.....	33
CHAPTER III.....		35
RESEARCH METHODOLOGY.....		35
3.1	Research Design.....	35
3.2	Population & Sample.....	39
3.3	Data Collection Method.....	42
3.4	Operational Variable Definition & Variable Measurement.....	43
3.5	Data Analysis Method.....	50
3.5.1	Descriptive Statistical Analysis.....	50
3.5.2	Data Quality Test.....	54
3.5.3	Classical Assumption Testing.....	55
3.5.4	Multiple Linear Regression.....	58
3.5.5	Hypothesis Test.....	58
CHAPTER IV.....		61

RESEARCH RESULT & DISCUSSION	61
4.1 General View of Research Object	61
4.2 Research Result.....	63
4.2.1 Pre-test of Research Instrument	63
4.2.2 Descriptive Statistic	68
4.2.3 Results of Data Quality Testing	139
4.2.4 Results of Hypothesis Testing.....	147
4.3 Discussion	151
CHAPTER V	155
CONCLUSION.....	155
5.1 Conclusion	155
5.2 Recommendations	156
5.2.1 For Future Researchers	156
5.2.2 For Pan & Co, Sun Plaza Medan	156
REFERENCES.....	159

LIST OF FIGURES

Figure 2.1: Research Model	32
Figure 2.2: Framework of Thinking.....	34
Figure 4.3: Graph on Respodent Level of Education.....	70
Figure 4.4: Graph on Respondent Occupation.....	71
Figure 4.5: Service Quality (X_1) - Question 1 "I am satisfied with the presentation of the food and drinks served at Pan & Co, Sun Plaza Medan"	72
Figure 4.6: Service Quality (X_1) – Question 2 “I am satisfied with the overall ambience and interior design of Pan & Co, Sun Plaza Medan”	74
Figure 4.7: Service Quality (X_1) – Question 3 “I feel that the servers and staff at Pan & Co, Sun Plaza Medan are very friendly and maintain good communication and attitude”	75
Figure 4.8: Service Quality (X_1) – Question 4 “The staff respond to my needs or requests quickly and effectively during my visit”.....	76
Figure 4.9: Service Quality (X_1) – Question 5 “I feel that the wait times and queue times at Pan & Co, Sun Plaza Medan are an appropriate amount of time”	77
Figure 4.10: Service Quality (X_1) – Question 6 “The staff provide accurate and helpful information about the menu items”.....	78
Figure 4.11: Service Quality (X_1) – Question 7 “The staff seemed genuinely attentive and serious about providing good service”	79
Figure 4.12: Service Quality (X_1) – Question 8 “My bill was prepared and processed promptly when I was ready to leave”.....	80
Figure 4.13: Service Quality (X_1) – Question 9 “The server handled my special dietary requests or food allergies with care and professionalism”	81

Figure 4.14: Service Quality (X_1) – Question 10 “I feel confident that I would receive the same high level of service on future visits to Pan & Co, Sun Plaza Medan” 83

Figure 4.15: Menu Variety (X_2) – Question 1 “The variety of the menu at Pan & Co, Sun Plaza Medan meets my dietary preferences (e.g., vegetarian, vegan, or allergen-friendly options)” 84

Figure 4.16: Menu Variety (X_2) – Question 2 “Knowing that Pan & Co, Sun Plaza Medan provides clear information about ingredients (e.g., pork, seafood) influences my decision to revisit” 85

Figure 4.17: Menu Variety (X_2) – Question 3 “The variety of main ingredients (proteins, grains, and vegetables) offered at Pan & Co, Sun Plaza Medan encourages me to return” 86

Figure 4.18: Menu Variety (X_2) – Question 4 “The variety of different toppings and ingredients makes me more likely to revisit Pan & Co, Sun Plaza Medan” 88

Figure 4.19: Menu Variety (X_2) – Question 5 “Pan & Co, Sun Plaza Medan offers a wide range of flavors that caters to my personal taste preferences” 89

Figure 4.20: Menu Variety (X_2) – Question 6 “The availability of both sweet and savory dishes motivates me to dine here again” 90

Figure 4.21: Menu Variety (X_2) – Question 7 “Pan & Co, Sun Plaza Medan offers a variety of balanced, nutritious meals that meet my dietary needs” 91

Figure 4.22: Menu Variety (X_2) – Question 8 “The freshness and flavor of the vegetables offered by Pan & Co, Sun Plaza Medan strongly influence my decision to return” 92

Figure 4.23: Menu Variety (X_2) – Question 9 “Cold dishes (e.g., salads) are always served at an appropriate temperature that maintains freshness” 94

Figure 4.24: Menu Variety (X ₂) – Question 10 “Hot food is consistently served at a temperature that ensures safety and enjoyment”	95
Figure 4.25: Menu Variety (X ₂) – Question 11 “The flavors and textures produced by the variety of cooking methods at Pan & Co, Sun Plaza Medan are a key reason I would revisit”	96
Figure 4.26: Menu Variety (X ₂) – Question 12 “The variety of cooking methods used at Pan & Co, Sun Plaza Medan (e.g., grilling, frying, sautéing) positively influences my decision to revisit”	97
Figure 4.27: Viral Marketing (X ₃) - Question 1 “Online advertisements for Pan & Co, Sun Plaza Medan remind me to revisit”	99
Figure 4.28: Viral Marketing (X ₃) - Question 2 “Pan & Co, Sun Plaza Medan's social media presence (e.g., Instagram, TikTok) helps build my loyalty and makes me more likely to come back”	100
Figure 4.29: Viral Marketing (X ₃) - Question 3 “The reputation of Pan & Co, Sun Plaza Medan influences my decision to return”	101
Figure 4.30: Viral Marketing (X ₃) - Question 4 “I trust the marketing and promotions of Pan & Co, Sun Plaza Medan”	102
Figure 4.31: Viral Marketing (X ₃) - Question 5 “If Pan & Co, Sun Plaza Medan introduces new and exciting flavors, I am inclined to try them”	103
Figure 4.32: Viral Marketing (X ₃) - Question 6 “I am more likely to revisit Pan & Co, Sun Plaza Medan if their promotional menu aligns with a cultural or seasonal event (e.g., Ramadhan or Christmas)”	104
Figure 4.33: Viral Marketing (X ₃) - Question 7 “The language used in Pan & Co, Sun Plaza Medan’s advertisement was clear and easy to understand”	106

Figure 4.34: Viral Marketing (X ₃) - Question 8 “Pan & Co, Sun Plaza Medan's advertisements are fun and engaging, capturing my attention effectively”	107
Figure 4.35: Viral Marketing (X ₃) - Question 9 “I would be likely to share or recommend Pan & Co, Sun Plaza Medan based on their advertisements”	108
Figure 4.36: Viral Marketing (X ₃) - Question 10 “Participating in a challenge related to Pan & Co, Sun Plaza Medan would increase my intention to revisit”	109
Figure 4.37: Viral Marketing (X ₃) - Question 11 “I believe Pan & Co, Sun Plaza Medan has successfully adapted to any challenges in the current economic environment”. 110	
Figure 4.38: Viral Marketing (X ₃) - Question 12 “I feel safe dining at Pan & Co, Sun Plaza Medan given current health and safety measures”	112
Figure 4.39: Viral Marketing (X ₃) - Question 13 “Pan & Co, Sun Plaza Medan matches my personal expectations for an enjoyable dining experience”	113
Figure 4.40: Viral Marketing (X ₃) - Question 14 “I believe that Pan & Co, Sun Plaza Medan’s atmosphere and service cater to my tastes and expectations”	114
Figure 4.41: Viral Marketing (X ₃) - Question 15 “Pan & Co, Sun Plaza Medan’s promotional offers (e.g., discounts, events) make me more likely to revisit”	115
Figure 4.42: Viral Marketing (X ₃) - Question 16 “I am more inclined to return to Pan & Co, Sun Plaza Medan when they have special events or celebrations (e.g., festivals, themed events)”	117
Figure 4.43: Viral Marketing (X ₃) - Question 17 “I am more likely to revisit Pan & Co, Sun Plaza Medan because of its commitment to sustainability (e.g., reducing food waste, using eco-friendly packaging)”	118
Figure 4.44: Viral Marketing (X ₃) - Question 18 “Pan & Co, Sun Plaza Medan demonstrates ethical practices in its operations (e.g., fair treatment of employees, sourcing ingredients responsibly)”	119

Figure 4.45: Intent to Revisit (Y) - Question 1 “My overall experience at Pan & Co, Sun Plaza Medan was positive”	120
Figure 4. 46: Intent to Revisit (Y) - Question 2 “I am likely to return to Pan & Co, Sun Plaza Medan in the future”.....	122
Figure 4.47: Intent to Revisit (Y) - Question 3 “I frequently visit Pan & Co when I'm in Sun Plaza”	123
Figure 4.48: Intent to Revisit (Y) - Question 4 “The Pan & Co, Sun Plaza Medan's location is convenient for me, encouraging frequent visits”	124
Figure 4.49: Intent to Revisit (Y) - Question 5 “I find the prices at Pan & Co, Sun Plaza Medan to be affordable for the type of dining experience it offers”	125
Figure 4.50: Intent to Revisit (Y) - Question 6 “I would be willing to revisit Pan & Co, Sun Plaza Medan at its current price point”	127
Figure 4.51: Intent to Revisit (Y) - Question 7 “The overall atmosphere of Pan & Co, Sun Plaza Medan (e.g., warm, cozy, inviting) enhances my dining experience”	128
Figure 4.52: Intent to Revisit (Y) - Question 8 “I am more inclined to revisit Pan & Co, Sun Plaza Medan based off my experience with the atmosphere”	129
Figure 4.53: Normality Test Histogram	140
Figure 4.54: Normality Test with P-P plot	140
Figure 4.55: Heteroscedasticity Test with Scatterplot.....	142

LIST OF TABLES

Table 1: Pan & Co, Sun Plaza Medan's reviews	5
Table 2.2: Previous Research	30
Table 3.3: Identification for Survey about Respondent Gender	47
Table 3.4: Identification for Survey about Respondent Age	48
Table 3.5: Identification for Survey about Respondent Level of Education	48
Table 3.6: Identification for Survey about Respondent Occupation	49
Table 3.7: Likert Scale	50
Table 4.8: Characteristics on Respondent Age	69
Table 4.9: Characteristics on Respondent Level of Education	70
Table 4.10: Characteristic on Respondent Occupation	72
Table 4.11: Service Quality (X_1) - Question 1 "I am satisfied with the presentation of the food and drinks served at Pan & Co, Sun Plaza Medan"	73
Table 4.12: Service Quality (X_1) - Question 2 "I am satisfied with the overall ambience and interior design of Pan & Co, Sun Plaza Medan"	74
Table 4.13: Service Quality (X_1) - Question 3 "I am satisfied with the overall ambience and interior design of Pan & Co, Sun Plaza Medan"	75
Table 4.14: Service Quality (X_1) - Question 4 "I am satisfied with the overall ambience and interior design of Pan & Co, Sun Plaza Medan"	76
Table 4.15: Service Quality (X_1) - Question 5 "I feel that the wait times and queue times at Pan & Co, Sun Plaza Medan are an appropriate amount of time"	77
Table 4.16: Service Quality (X_1) – Question 6 "The staff provide accurate and helpful information about the menu items"	79

Table 4.17: Service Quality (X_1) – Question 7 “The staff seemed genuinely attentive and serious about providing good service”	80
Table 4.18: Service Quality (X_1) – Question 8 “My bill was prepared and processed promptly when I was ready to leave”	81
Table 4.19: Service Quality (X_1) – Question 9 “The server handled my special dietary requests or food allergies with care and professionalism”	82
Table 4.20: Service Quality (X_1) – Question 10 “I feel confident that I would receive the same high level of service on future visits to Pan & Co, Sun Plaza Medan”	83
Table 4.21: Menu Variety (X_2) – Question 1 “The variety of the menu at Pan & Co, Sun Plaza Medan meets my dietary preferences (e.g., vegetarian, vegan, or allergen-friendly options)”	84
Table 4.22: Menu Variety (X_2) – Question 2 “Knowing that Pan & Co, Sun Plaza Medan provides clear information about ingredients (e.g., pork, seafood) influences my decision to revisit”	86
Table 4.23: Menu Variety (X_2) – Question 3 “The variety of main ingredients (proteins, grains, and vegetables) offered at Pan & Co, Sun Plaza Medan encourages me to return”	87
Table 4.24: Menu Variety (X_2) – Question 4 “The variety of different toppings and ingredients makes me more likely to revisit Pan & Co, Sun Plaza Medan”	88
Table 4.25: Menu Variety (X_2) – Question 5 “Pan & Co, Sun Plaza Medan offers a wide range of flavors that caters to my personal taste preferences”	89
Table 4.26: Menu Variety (X_2) – Question 6 “The availability of both sweet and savory dishes motivates me to dine here again”	90
Table 4.27: Menu Variety (X_2) – Question 7 “Pan & Co, Sun Plaza Medan offers a variety of balanced, nutritious meals that meet my dietary needs”	92

Table 4.28: Menu Variety (X ₂) – Question 8 “The freshness and flavor of the vegetables offered by Pan & Co, Sun Plaza Medan strongly influence my decision to return”... 93	93
Table 4.29: Menu Variety (X ₂) – Question 9 “Cold dishes (e.g., salads) are always served at an appropriate temperature that maintains freshness”	94
Table 4.30: Menu Variety (X ₂) – Question 10 “Hot food is consistently served at a temperature that ensures safety and enjoyment”	95
Table 4.31: Menu Variety (X ₂) – Question 11 “The flavors and textures produced by the variety of cooking methods at Pan & Co, Sun Plaza Medan are a key reason I would revisit”	97
Table 4.32: Menu Variety (X ₂) – Question 12 “The variety of cooking methods used at Pan & Co, Sun Plaza Medan (e.g., grilling, frying, sautéing) positively influences my decision to revisit”	98
Table 4.33: Viral Marketing (X ₃) - Question 1 “Online advertisements for Pan & Co, Sun Plaza Medan remind me to revisit”	99
Table 4.34: Viral Marketing (X ₃) - Question 2 “Pan & Co, Sun Plaza Medan's social media presence (e.g., Instagram, TikTok) helps build my loyalty and makes me more likely to come back”	100
Table 4.35: Viral Marketing (X ₃) - Question 3 “The reputation of Pan & Co, Sun Plaza Medan influences my decision to return”	101
Table 4.36: Viral Marketing (X ₃) - Question 4 “I trust the marketing and promotions of Pan & Co, Sun Plaza Medan”	103
Table 4.37: Viral Marketing (X ₃) - Question 5 “If Pan & Co, Sun Plaza Medan introduces new and exciting flavors, I am inclined to try them”	104

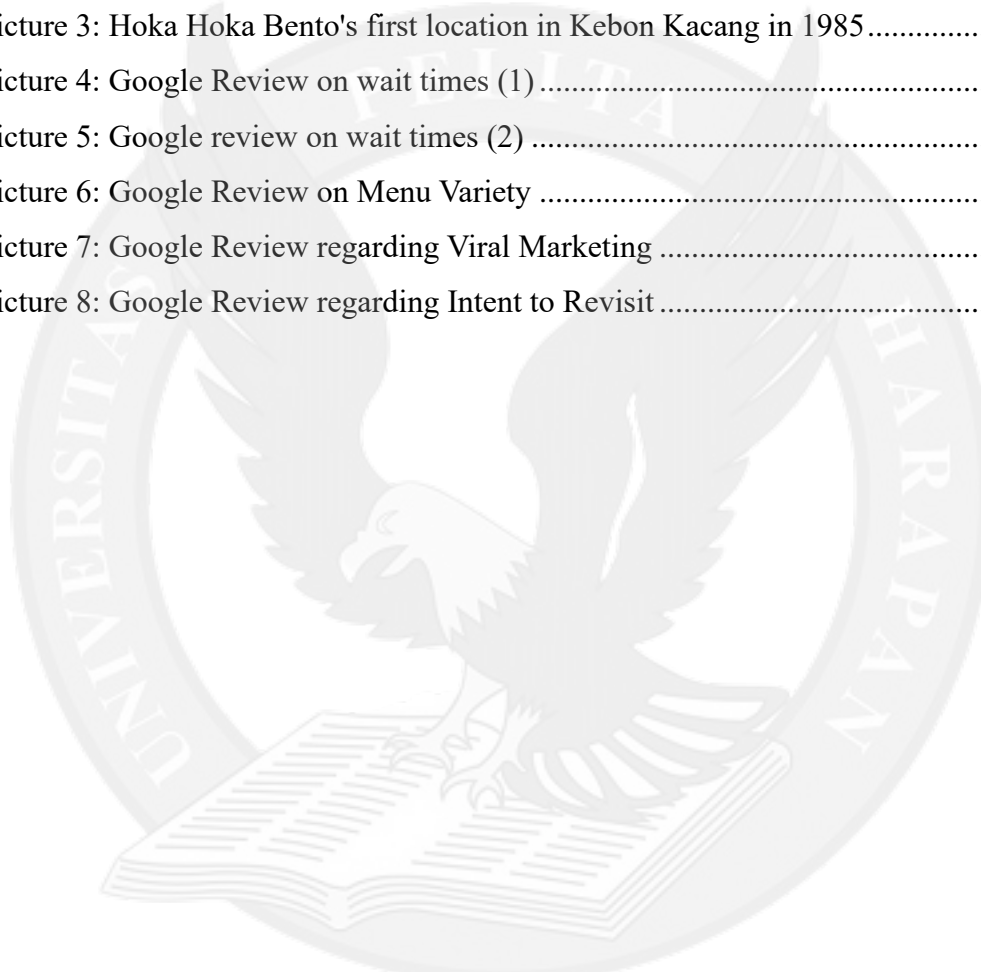
Table 4.38: Viral Marketing (X ₃) - Question 6 “I am more likely to revisit Pan & Co, Sun Plaza Medan if their promotional menu aligns with a cultural or seasonal event (e.g., Ramadhan or Christmas)”	105
Table 4.39: Viral Marketing (X ₃) - Question 7 “The language used in Pan & Co, Sun Plaza Medan’s advertisement was clear and easy to understand”	106
Table 4.40: Viral Marketing (X ₃) - Question 8 “Pan & Co, Sun Plaza Medan's advertisements are fun and engaging, capturing my attention effectively”	107
Table 4.41: Viral Marketing (X ₃) - Question 9 “I would be likely to share or recommend Pan & Co, Sun Plaza Medan based on their advertisements”	109
Table 4.42: Viral Marketing (X ₃) - Question 10 “Participating in a challenge related to Pan & Co, Sun Plaza Medan would increase my intention to revisit”	110
Table 4.43: Viral Marketing (X ₃) - Question 11 “I believe Pan & Co, Sun Plaza Medan has successfully adapted to any challenges in the current economic environment”. 111	
Table 4.44: Viral Marketing (X ₃) - Question 12 “I feel safe dining at Pan & Co, Sun Plaza Medan given current health and safety measures”	112
Table 4.45: Viral Marketing (X ₃) - Question 13 “Pan & Co, Sun Plaza Medan matches my personal expectations for an enjoyable dining experience”	113
Table 4.46: Viral Marketing (X ₃) - Question 14 “I believe that Pan & Co, Sun Plaza Medan’s atmosphere and service cater to my tastes and expectations”	115
Table 4.47: Viral Marketing (X ₃) - Question 15 “Pan & Co, Sun Plaza Medan’s promotional offers (e.g., discounts, events) make me more likely to revisit”	116
Table 4.48: Viral Marketing (X ₃) - Question 16 “I am more inclined to return to Pan & Co, Sun Plaza Medan when they have special events or celebrations (e.g., festivals, themed events)”	117

Table 4.49: Viral Marketing (X_3) - Question 17 “I am more likely to revisit Pan & Co, Sun Plaza Medan because of its commitment to sustainability (e.g., reducing food waste, using eco-friendly packaging)”	118
Table 4.50: Viral Marketing (X_3) - Question 18 “Pan & Co, Sun Plaza Medan demonstrates ethical practices in its operations (e.g., fair treatment of employees, sourcing ingredients responsibly)”	120
Table 4.51: Intent to Revisit (Y) - Question 1 “My overall experience at Pan & Co, Sun Plaza Medan was positive”	121
Table 4.52: Intent to Revisit (Y) - Question 2 “I am likely to return to Pan & Co, Sun Plaza Medan in the future”	122
Table 4.53: Intent to Revisit (Y) - Question 3 “I frequently visit Pan & Co when I'm in Sun Plaza”	123
Table 4.54: Intent to Revisit (Y) - Question 4 “The Pan & Co, Sun Plaza Medan's location is convenient for me, encouraging frequent visits”	125
Table 4.55: Intent to Revisit (Y) - Question 5 “I find the prices at Pan & Co, Sun Plaza Medan to be affordable for the type of dining experience it offers”	126
Table 4.56: Intent to Revisit (Y) - Question 6 “I would be willing to revisit Pan & Co, Sun Plaza Medan at its current price point”	127
Table 4.57: Intent to Revisit (Y) - Question 7 “The overall atmosphere of Pan & Co, Sun Plaza Medan (e.g., warm, cozy, inviting) enhances my dining experience”	128
Table 4.58: Intent to Revisit (Y) - Question 8 “I am more inclined to revisit Pan & Co, Sun Plaza Medan based off my experience with the atmosphere”	130
Table 4.59: Measurement Score of Descriptive Statistics.....	131
Table 4.60: Descriptive Statistics for Service Quality (X_1), Menu Variety (X_2), Viral Marketing (X_3), & Intent to Revisit (Y).....	131

Table 4.61: Measurement Score for Service Quality (X_1)	133
Table 4.62: Descriptive Statistics of Service Quality (X_1).....	134
Table 4.63: Measurement Score for Menu Variety (X_2).....	135
Table 4.64: Descriptive Statistics of Menu Variety (X_2).....	136
Table 4.65: Measurement Score for Viral Marketing (X_3).....	137
Table 4.66: Descriptive Statistics of Viral Marketing (X_3).....	137
Table 4.67: Measurement Score for Intent to Revisit (Y).....	138
Table 4.68: Descriptive Statistics of Intent to Revisit (Y)	139
Table 4.69: One-Sample Kolmogorov-Smirnov Test.....	141
Table 4.70: Heteroscedasticity Test with Glejser Test	142
Table 4.71: Multicollinearity Test	144
Table 4.72: Multiple Linear Regression Analysis	146
Table 4.73: Coefficient of Determination	148
Table 4.74: T Test.....	149
Table 4.75: F Test.....	150

LIST OF PICTURES

Picture 1: Kikugawa, located in Central Jakarta	4
Picture 2: Hoka Hoka Bento's rebranding into HokBen	4
Picture 3: Hoka Hoka Bento's first location in Kebon Kacang in 1985.....	4
Picture 4: Google Review on wait times (1).....	6
Picture 5: Google review on wait times (2)	7
Picture 6: Google Review on Menu Variety	8
Picture 7: Google Review regarding Viral Marketing	9
Picture 8: Google Review regarding Intent to Revisit	10



LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE.....	1
APPENDIX B: PRE-TEST SURVEY RESULTS	1
APPENDIX C: PRE-TEST SPSS RESULTS	1
APPENDIX D: MAIN TEST SURVEY RESULTS	1
APPENDIX E: MAIN TEST SPSS RESULTS	1
APPENDIX F: PAN & CO, SUN PLAZA MEDAN ONSITE PICTURES.....	1
APPENDIX G: PAN & CO, SUN PLAZA MEDAN MENU IMAGES	1
APPENDIX H: COMPANY LETTER.....	1

