

TABLE OF CONTENTS

DECLARATION OF AUTHENTICITY OF FINAL PAPER AND

UPLOAD AGREEMENT ii

APPROVAL PAGE BY FINAL PAPER ADVISOR iv

APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEEv

ABSTRACT vi

ABSTRAK vii

PREFACE viii

TABLE OF CONTENTS.....x

LIST OF FIGURES xii

LIST OF TABLES xiv

LIST OF APPENDICES xvii

CHAPTER 11

INTRODUCTION.....1

1.1 Background of the study 1

1.2 Problem Limitation..... 10

1.3 Problem Formulation..... 11

1.4 Objective of the Research..... 11

1.5 Benefit of the Research 12

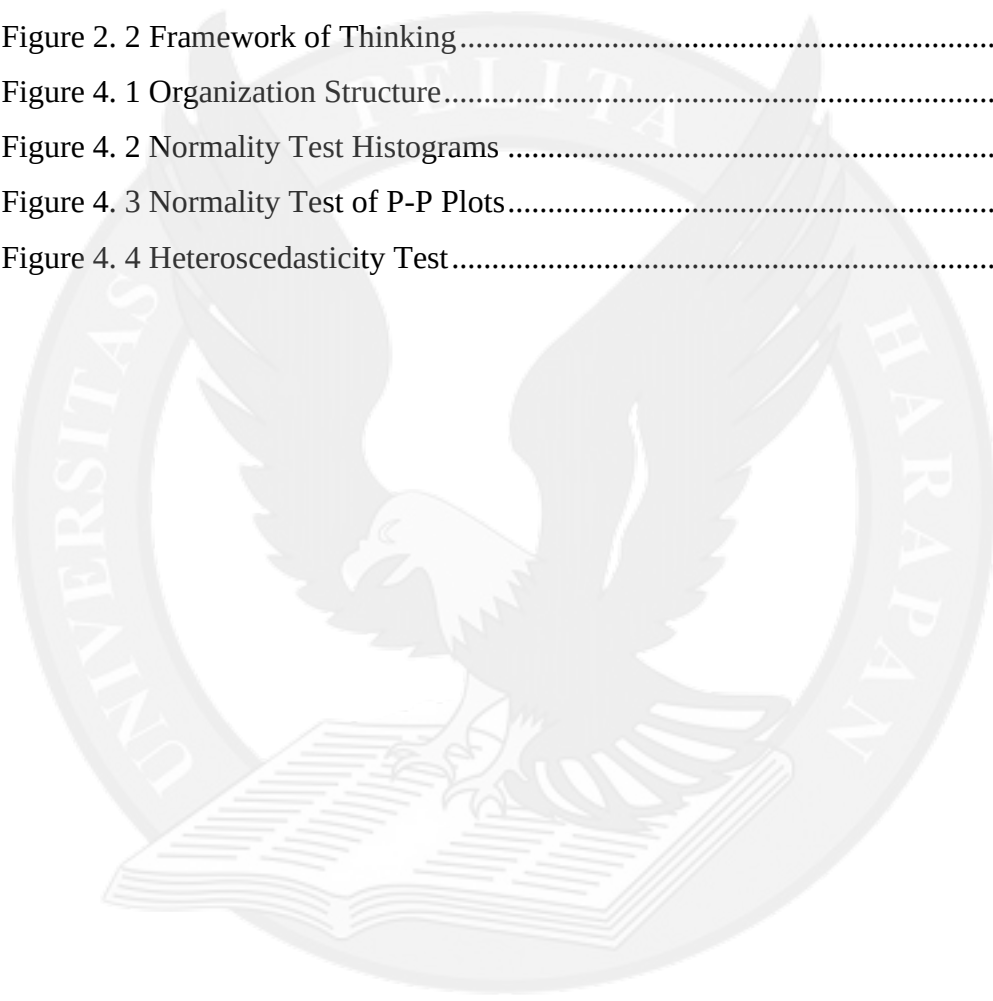
1.5.1 Theoretical Benefit12

1.5.2 Practical Benefit	14
CHAPTER 2.....	16
LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT.....	16
2.1.1 Hospitality Management.....	16
2.1.2 Consumer Behavior.....	18
2.1.3 Brand Image	21
2.1.4 Food Quality	25
2.1.5 Facility Quality	28
2.1.6 Customer Purchase Intention.....	31
2.1.7 The Influence of Brand Image towards Customer Purchase Intention...	37
2.1.8 The Influence of Food quality towards Customer Purchase Intention ...	38
2.1.9 The Influence of Facility Quality towards Customer Purchase Intention	39
2.2 Previous Research	41
2.3 Hypothesis Development	42
2.4 Research Model	42
2.5 Framework of Thinking.....	44
CHAPTER III	45
RESEARCH METHODOLOGY	45
3.1 Research Design	45
3.2 Population and Sample	46
3.3 Data Collection Method	47
3.4 Operational Variable Definition and Variable Measurement.....	48
3.5 Data Analysis Method	52
3.5.1 Test of Research Instrument	52
3.5.2 Descriptive statistics.....	54

3.5.3 Classic Assumption Test.....	57
3.5.4 Multiple Linear Regression Analysis.....	59
3.5.5 Hypothesis Test	60
CHAPTER 4.....	65
RESEARCH RESULT AND DISCUSSION	65
4.1 General View of Stabat Seafood	65
4.1.1 Brief Overview	65
4.1.2 Organization Structure.....	69
4.2 Research Result	71
4.2.1 The Test of Research Instrument.....	71
4.2.3 Result of Data Quality Testing.....	106
4.2.4 Result of Hypothesis Testing.....	113
4.3 Discussion	116
CHAPTER 5.....	124
CONCLUSION.....	124
5.1 Conclusion.....	124
5.2 Recommendation.....	125
REFERENCES.....	129

LIST OF FIGURES

Figure 1. 1 Stabat Seafood	3
Figure 1. 2 Instagram of Stabat Seafood.....	5
Figure 2. 1 Research Model	42
Figure 2. 2 Framework of Thinking.....	44
Figure 4. 1 Organization Structure.....	69
Figure 4. 2 Normality Test Histograms	106
Figure 4. 3 Normality Test of P-P Plots.....	107
Figure 4. 4 Heteroscedasticity Test.....	109



LIST OF TABLES

Table 1. 1 Sales Revenue at Stabat Seafood	4
Table 1. 2 Online Review at Stabat Seafood.....	5
Table 1. 3 Data Phenomenon of Brand Image at Stabat Seafood	6
Table 1. 4 Data Phenomenon of Food Quality at Stabat Seafood.....	7
Table 1. 5 Data Phenomenon of Facility Quality at Stabat Seafood.....	8
Table 2. 1 Previous Research	42
Table 3. 1 Likert Scale	49
Table 3. 2 Operational Brand Image Variable	49
Table 3. 3 Operational Food Quality Variable.....	50
Table 3. 4 Operational Facility Quality Variable.....	51
Table 3. 5 Operational Customer Purchase Intention Variable.....	51
Table 4. 1 Validity Test of Brand Image	72
Table 4. 2 Validity Test of Food Quality	72
Table 4. 3 Validity Test of Facility Quality	73
Table 4. 4 Validity Test of Customer Purchase Intention.....	74
Table 4. 5 Reliability Test.....	75
Table 4. 6 Characteristics based on Gender	76
Table 4. 7 Characteristics based on Age	76
Table 4. 8 Characteristics based on Education.....	76
Table 4. 9 Characteristics Based on Frequency of Visit	77
Table 4. 10 Brand Image Variable (X1) - Question 1.....	78
Table 4. 11 Brand Image (X1) - Question 2.....	79
Table 4. 12 Brand Image Variable (X1) - Question 3.....	79
Table 4. 13 Brand Image Variable (X1) - Question 4.....	80
Table 4. 14 Brand Image Variable (X1) - Question 5.....	81
Table 4. 15 Brand Image Variable (X1) - Question 6.....	81
Table 4. 16 Food Quality Variable (X2) - Question 1	82
Table 4. 17 Food Quality Variable (X2) - Question 2	83

Table 4. 18 Food Quality Variable (X2) - Question 3	84
Table 4. 19 Food Quality Variable (X2) - Question 4	85
Table 4. 20 Food Quality Variable (X2) - Question 5	85
Table 4. 21 Food Quality Variable (X2) - Question 6	86
Table 4. 22 Food Quality Variable (X2) - Question 7	87
Table 4. 23 Food Quality Variable (X2) - Question 8	88
Table 4. 24 Facility Quality Variable (X3) - Question 1	89
Table 4. 25 Facility Quality Variable (X3) - Question 2	89
Table 4. 26 Facility Quality Variable (X3) - Question 3	90
Table 4. 27 Facility Quality Variable (X3) - Question 4	91
Table 4. 28 Facility Quality Variable (X3) - Question 5	92
Table 4. 29 Facility Quality Variable (X3) - Question 6	93
Table 4. 30 Customer Purchase Intention Variable (Y) - Question 1	93
Table 4. 31 Customer Purchase Intention Variable (Y) - Question 2	94
Table 4. 32 Customer Purchase Intention Variable (Y) - Question 3	95
Table 4. 33 Customer Purchase Intention Variable (Y) - Question 4	96
Table 4. 34 Customer Purchase Intention Variable (Y) - Question 5	97
Table 4. 35 Customer Purchase Intention Variable (Y) - Question 6	98
Table 4. 36 Customer Purchase Intention Variable (Y) - Question 7	98
Table 4. 37 Customer Purchase Intention Variable (Y) - Question 8	99
Table 4. 38 Measurement Score of Descriptive Statistics.....	100
Table 4. 39 Descriptive Statistics for Brand Image, Food Quality, Facility Quality, and Customer Purchase Intention	101
Table 4. 40 The Interval for Brand Image and Facility Quality.....	102
Table 4. 41 The Interval for Food Quality and Customer Purchase Intention....	102
Table 4. 42 Descriptive Statistics for Brand Image Statistics.....	103
Table 4. 43 Descriptive Statistics for Food Quality Statistics	103
Table 4. 44 Descriptive Statistics for Facility Quality Statistics	104
Table 4. 45 Descriptive Statistics for Customer Purchase Intention Statistics ...	105
Table 4. 46 One Sample Kolmogorov-Smirnov Test.....	107
Table 4. 47 Multicollinearity Test.....	108

Table 4. 48 Spearman's Rho.....	110
Table 4. 49 Multiple Linear Regression Analysis.....	111
Table 4. 50 T Test	113
Table 4. 51 F Test.....	114
Table 4. 52 Determination Test.....	115



LIST OF APPENDICES

APPENDIX A – QUESTIONNAIRE	A-1
APPENDIX B – TABULATION DATA (PRETEST).....	B-2
APPENDIX C – PRETEST OUTPUT.....	C-1
APPENDIX D – TABULATION DATA (FULL SAMPLING)	D-1
APPENDIX E – OUTPUT REGRESSION	E-1
APPENDIX F – TABLE STATISTICS.....	F-1
APPENDIX G – LETTER	E-1
APPENDIX H - TURNITIN REPORT	F-1

