

TABLE OF CONTENTS

COVER PAGE

TITLE PAGE

APPROVAL PAGE BY FINAL PAPER ADVISOR..... IV

APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE..... V

ABSTRACT VI

ABSTRAK VII

PREFACE VIII

TABLE OF CONTENTS X

LIST OF FIGURES XIII

LIST OF TABLES XIV

LIST OF APPENDICES XV

CHAPTER I..... 1

1.1 BACKGROUND OF THE STUDY 1
1.2 PROBLEM LIMITATION.....8
1.3 PROBLEM FORMULATION9
1.4 OBJECTIVE OF THE RESEARCH9
1.5 BENEFIT OF THE RESEARCH 10
1.5.1 THEORETICAL BENEFIT..... 10
1.5.2 PRACTICAL BENEFIT 10

CHAPTER II 12

2.1 THEORETICAL BACKGROUND 12
2.1.1 HOSPITALITY MANAGEMENT 12
2.1.2 FOOD AND BEVERAGES INDUSTRY 12
2.1.3 SOCIAL MEDIA MARKETING 13
2.1.3.1 DEFINITION OF SOCIAL MEDIA MARKETING 13
2.1.3.2 INDICATOR OF SOCIAL MEDIA MARKETING..... 13
2.1.4 SERVICE QUALITY..... 14
2.1.4.1 DEFINITION OF SERVICE QUALITY..... 14
2.1.4.2 INDICATOR OF SERVICE QUALITY 15
2.1.5 CUSTOMER EXPERIENCE 16
2.1.5.1 DEFINITION OF CUSTOMER EXPERIENCE 16
2.1.5.2 INDICATOR OF CUSTOMER EXPERIENCE 16
2.1.6 CUSTOMER’S REPURCHASE INTENTION 17
2.1.6.1 DEFINITION OF CUSTOMER’S REPURCHASE INTENTION..... 17
2.1.6.2 INDICATOR OF CUSTOMER’S REPURCHASE INTENTION..... 17
2.2 PREVIOUS RESEARCH..... 19
2.3 HYPOTHESIS DEVELOPMENT.....20
2.4 RESEARCH MODEL.....21

2.5	FRAMEWORK OF THINKING	23
CHAPTER III		24
3.1	RESEARCH DESIGN	24
3.2	POPULATION AND SAMPLE	25
3.3	DATA COLLECTION METHOD.....	27
3.4	OPERATIONAL VARIABLE DEFINITION AND VARIABLE MEASUREMENT.....	28
3.5	DATA ANALYSIS METHOD	34
3.5.1	TEST OF RESEARCH INSTRUMENT.....	34
3.5.2	DESCRIPTIVE STATISTICS	36
3.5.3	CLASSICAL ASSUMPTION TEST	39
3.5.4	MULTIPLE LINEAR REGRESSION.....	41
3.5.5	COEFFICIENT OF DETERMINATION TEST.....	41
3.5.6	HYPOTHESIS TEST.....	42
CHAPTER IV.....		44
4.1.1	BRIEF OVERVIEW OF MING KOPI ROASTERY & COFFEESHOP MEDAN	44
4.1.2	ORGANIZATION STRUCTURE OF MING KOPI ROASTERY & COFFEESHOP MEDAN.....	44
4.2.1.2	OVERVIEW OF THE RESPONDENTS	45
4.2.1.2.1	OVERVIEW OF THE RESPONDENTS BY GENDER.....	45
4.2.1.2.2	OVERVIEW OF THE RESPONDENTS BY AGE	46
4.2.1.3	EXPLANATION OF RESPONDENTS ON RESEARCH VARIABLES	46
4.2.1.3.1	SOCIAL MEDIA MARKETING	47
4.2.1.3.2	SERVICE QUALITY	51
4.2.1.3.3	CUSTOMER EXPERIENCE.....	54
4.2.1.3.4	CUSTOMER REPURCHASE INTENTION	57
4.2.1.4	ANALYSIS DESCRIPTIVE VARIABLE.....	59
4.2.1.4.1	RESPONDENT'S DESCRIPTION OF RESEARCH VARIABLES.....	60
4.2.1.4.1.1	RESPONDENT'S DESCRIPTION OF SOCIAL MEDIA MARKETING.....	60
4.2.1.4.1.2	RESPONDENT'S DESCRIPTION OF SERVICE QUALITY	63
4.2.1.4.1.3	RESPONDENT'S DESCRIPTION OF CUSTOMER EXPERIENCE	67
4.2.1.4.1.4	RESPONDENT'S DESCRIPTION OF CUSTOMER REPURCHASE INTENTION.....	71
4.2.2	RESULTS OF DATA QUALITY TESTING	75
4.2.2.1	VALIDITY TEST	75
4.2.2.2	RELIABILITY TEST.....	77
4.2.3	RESULT OF CLASSICAL ASSUMPTION TEST	78
4.2.3.1	NORMALITY TEST	78
4.2.3.2	HETEROSCEDASTICITY TEST	80
4.2.3.3	MULTICOLLINEARITY TEST	82
4.2.4	REGRESSION ANALYSIS.....	82
4.2.4.1	MULTIPLE LINEAR REGRESSION ANALYSIS	82
4.2.4.2	COEFFICIENT OF DETERMINATION TEST (R^2).....	84
4.2.5	RESULT OF HYPOTHESIS TESTING	85
4.2.5.1	T-TEST (PARTIAL TEST)	85
4.2.5.2	F-TEST (SIMULTANEOUS TEST)	86
4.3	DISCUSSION	87
CHAPTER V		92
5.1	CONCLUSION	92
5.2	RECOMMENDATION.....	93

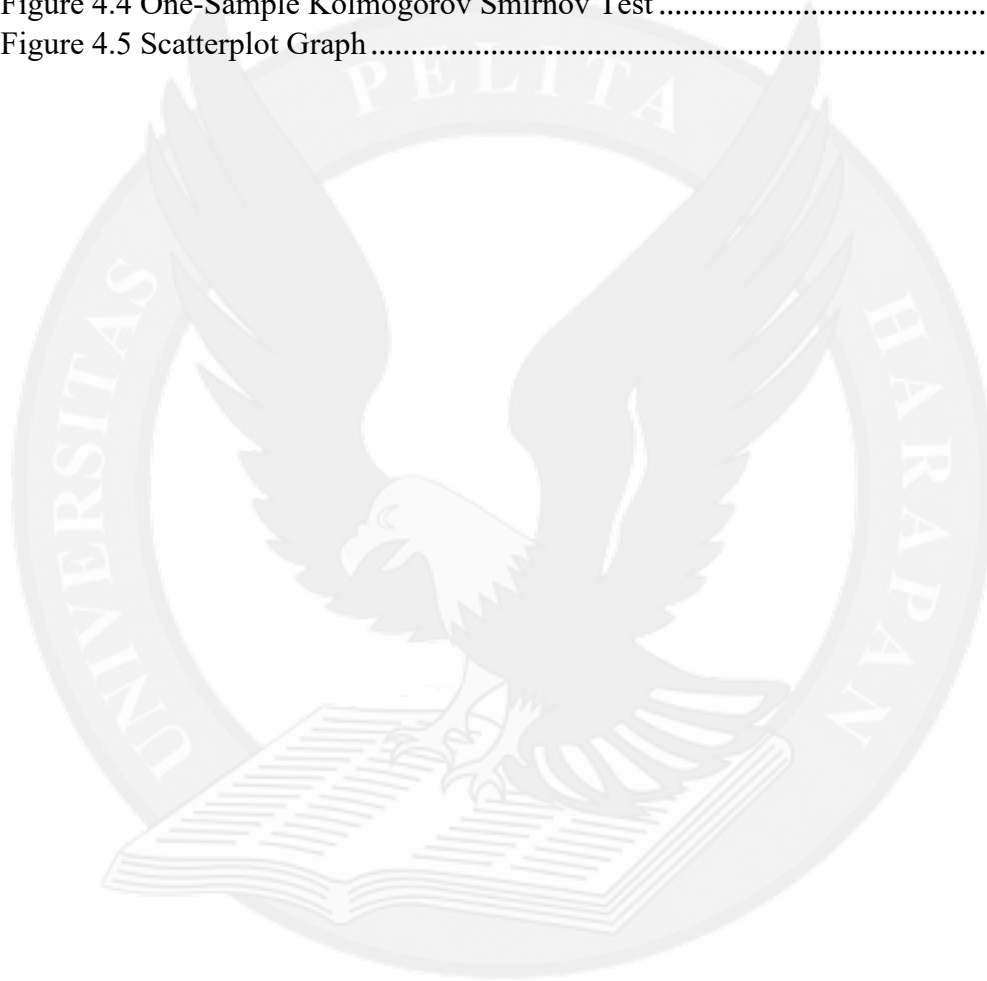
REFERENCES.....	96
------------------------	-----------

APPENDICES



LIST OF FIGURES

Figure 1.1 Follower Data and Media Upload on Ming Kopi Medan Instagram.....	6
Figure 1.2 Follower Data and Media Upload on Common Folks Coffee Roasters	7
Figure 1.3 Ming Kopi Google Review.....	8
Figure 4.1 Organizational Structure of Ming Kopi Roastery & Coffeeshop Medan	44
Figure 4.2 Normal P-P Plot Regression Graph	78
Figure 4.3 Histogram Graph	79
Figure 4.4 One-Sample Kolmogorov Smirnov Test	80
Figure 4.5 Scatterplot Graph.....	81



LIST OF TABLES

Table 1.1 Posting date of the last 9 posts on Ming Kopi's Instagram	7
Table 1.2 Total Review of Ming Kopi Roastery & Coffeeshop	7
Table 2.1 Previous Research	19
Table 3.1 Variable Measurement	28
Table 3.2 Likert Scale	34
Table 4.1 Respondent's Gender.....	45
Table 4.2 Respondent's Age	46
Table 4.3 Interval Score	47
Table 4.4 Responses about Social Media Marketing	47
Table 4.5 Responses about Service Quality	51
Table 4.6 Responses of Customer Experience	54
Table 4.7 Responses of Customer Repurchase Intention.....	57
Table 4.8 Distribution of Responses about Social Media Marketing	60
Table 4.9 Distribution of Responses about Service Quality	63
Table 4.10 Distribution of Responses about Customer Experience.....	67
Table 4.11 Respondents Description of Customer Repurchase Intention	71
Table 4.12 Result of Validity Test for Social Media Marketing Variable.....	75
Table 4.13 Results of Validity Test for Service Quality Variable	75
Table 4.14 Results of Validity Test for Customer Experience Variable.....	76
Table 4.15 Results of Validity Test for Customer Repurchase Intention	76
Table 4.16 Result of Reliability Test	77
Table 4.17 Heteroscedasticity Test (Glejser)	81
Table 4.18 Multicollinearity Test.....	82
Table 4.19 Multiple Linear Regression Analysis.....	83
Table 4.20 Coefficient Determination Test (R ²)	84
Table 4.21 T-test Results.....	85
Table 4.22 F-test Result	87

LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE.....	A-1
APPENDIX B:PRE – TEST DATA TABULATION	B-1
APPENDIX C:MAIN-TEST DATA TABULATION.....	C-1
APPENDIX D:DESCRIPTIVE STATISTICAL ANALYSIS	D-1
APPENDIX E:VALIDITY TEST.....	E-1
APPENDIX F:RELIABILITY TEST FOR PRELIMINARY TEST.....	F-1
APPENDIX G: CLASSICAL ASSUMPTION TEST	G-1
APPENDIX H: REGRESSION ANALYSIS	H-1
APPENDIX I: HYPOTHESIS TESTING	I-1
APPENDIX J: RESEARCH PERMISSION LETTER FROM MING KOPI ROASTERY & COFFEESHOP MEDAN.....	J-1
APPENDIX K: TURNITIN REPORT.....	K-1

