

TABLE OF CONTENTS

COVER

TITLE PAGE

DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT	iii
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	iv
ABSTRACT	v
ABSTRAK.....	vi
PREFACE	vii
TABLE OF CONTENTS	ix
LIST OF FIGURES	xii
LIST OF TABLES	xiii

CHAPTER I INTRODUCTION.....

CHAPTER I INTRODUCTION.....	1
------------------------------------	---

1.1 Background of Study	1
1.2 Problem Limitation	6
1.3 Problem Formulation	6
1.4 Objective of the Research	7
1.5 Benefit of the Research	7
1.5.1. Theoretical Benefit	7
1.5.2. Practical Benefit	8

CHAPTER II LITERATURE REVIEW AND HYPOTESIS DEVELOPMENT

CHAPTER II LITERATURE REVIEW AND HYPOTESIS DEVELOPMENT	9
---	---

2.1. Theoretical Background	9
2.1.1 Marketing	9
2.1.2 Brand Awareness	11
2.1.2.1. Definition of Brand Awareness	11
2.1.2.2. Level of Brand Awareness.....	12
2.1.2.3. Indicator of Brand Awareness	12

2.1.3 Service Quality.....	13
2.1.3.1 Definition of Service Quality	13
2.1.3.2 Benefit of Service Quality.....	14
2.1.3.3 Indicators of Service Quality	15
2.1.4 Food Quality	16
2.1.4.1. Definition of Food Quality.....	16
2.1.4.2. Factors of Food Quality	17
2.1.4.3. Indicators of Food Quality	18
2.1.5 Revisit Intention.....	19
2.1.5.1 Definition of Revisit Intention	19
2.1.5.2 Factors Influencing Repeat Visit Interest	20
2.1.5.3 Indicators of Revisit Intention.....	21
2.1.6 Relationship of Brand Awareness and Revisit Intention.....	22
2.1.7 Relationship of Service Quality and Revisit Intention.....	23
2.1.8 Relationship of Food Quality Revisit Intention	23
2.2. Previous Research	24
2.3. Hyphotesis Development	26
2.4. Research Model.....	26
2.5. Framework of Thinking	28
 CHAPTER III RESEARCH METHODOLOGY	 29
3.1. Research Design.....	29
3.2. Population and Sample.....	30
3.2.1. Location and Time.....	30
3.2.2. Population.....	30
3.2.3. Sample	30
3.3. Data Collection Method	34
3.4. Operational Definition and Variable Measurement.....	36
3.5. Data Analysis Method.....	37
3.5.1. Test of Research Instrument	37
3.5.2. Descriptive Statistics	39
3.5.3. Classical Assumption Test.....	42

3.5.4. Multiple Linear Regression.....	46
3.5.5. Hypothesis Test	47
CHAPTER IV RESEARCH RESULT AND DISCUSSION	49
4.1. General View of Mie Gacoan.....	49
4.1.1. Brief Overview	49
4.1.2. Organization Structure	50
4.2. Research Result.....	53
4.2.1 Test of Research Instrument.....	53
4.2.1.1 Validity Test	54
4.2.2 Descriptive Statistics.....	56
4.2.2.1 Respondent Charateristics.....	56
4.2.2.2 Explanation of Respondents Answer on Variable	58
4.2.2.3 Mean, Median, Mode, and Standard Deviation.....	62
4.2.3 Result of Data Quality Testing.....	72
4.2.3.1 Classical Asumption Testing Result.....	72
4.2.3.2 Multiple Linear Regression Analysis.....	76
4.2.4 Result of Hyphotesis Testing	77
4.2.4.1 F Test.....	77
4.2.4.2 T test.....	78
4.2.4.3 Coefficient of Determination	79
4.3. Discussion	80
CHAPTER V CONCLUSION	83
5.1 Conclusion	83
5.2 Recommendation.....	83
BIBLIOGRAPHY	86