

TABLE OF CONTENTS

COVER PAGE

TITLE PAGE

STATEMENT OF AUTHENTICITY AND APPROVAL OF FINAL ASSIGNMENT UPLOAD ii

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..... xvi

CHAPTER I INTRODUCTION 1

1.1 Background of the Study 1

1.2 Problem Limitation..... 7

1.3 Problem Formulation 8

1.4 Objective of the Research 9

1.5 Benefits of the Research 10

1.5.1 Theoretical Benefits 10

1.5.2 Practical Benefit..... 10

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT 11

2.1 Theoretical Background..... 11

2.1.1 Hospitality Industry..... 11

2.1.2 Hospitality Management 11

2.1.3 Street Food 12

2.1.4	Consumers Lifestyle	12
2.1.5	Consumers Resources	13
2.1.6	Consumers Motivation	14
2.1.7	Consumers Purchasing	15
2.1.8	The Relationship of Consumers Lifestyle, Consumers Motivation, and Consumers Purchasing at Street Food Stall at Selat Panjang Medan	16
2.1.9	The Relationship of Consumers Resources, Consumers Motivation, and Consumers Purchasing at Street Food Stall at Selat Panjang Medan	17
2.1.10	The Relationship of Consumers Motivation on Consumers Purchasing at Street Food Stall at Selat Panjang Medan	18
2.2	Previous Resources	18
2.3	Hypothesis	20
2.4	Research Model	22
2.5	Framework of Thinking	23
CHAPTER III RESEARCH METHODOLOGY		12
3.1	Research Design	12
3.2	Population and Sample	25
3.2.1	Population	25
3.2.2	Sample	25
3.3	Data collection method	27
3.4	Operation Variable Definition and Variable Measurement	29
3.4.1	Operation Variable Definition	29
3.4.2	Variable Measurement	31
3.5	Data Analysis Method	31

3.5.1	Research Method.....	31
3.5.2	Descriptive Statistics.....	33
3.5.3	Partial Least Square Structural Equation Modeling.....	35
3.5.4	Hypothesis Test (Bootstrapping)	40
CHAPTER IV RESEARCH RESULT AND DISCUSSION.....		42
4.1	General View of “Street Food at Selat Panjang Medan”	42
4.2	General Research	43
4.2.1	Test of Research.....	43
4.2.2	Characteristics of Respondents	45
4.2.3	Explanation of Respondents on Research Variables.....	48
4.3	Descriptive Statistics	55
4.3.1	Result of Data Quality Testing.....	64
4.4	Discussion.....	74
CHAPTER V CONCLUSIOMN.....		87
5.1	Conclusion	87
5.2	Recommendation	89
REFERENCES		97

LIST OF FIGURES

Figure 2. 1 Research Model	22
Figure 2. 2 Framework of Thinking	23
Figure 4. 1 Selat Panjang Street 1	42
Figure 4. 2 Selat Panjang Street 2	42
Figure 4. 3 Selat Panjang Street 3	42
Figure 4. 4 Selat Panjang Street 4	42
Figure 4. 5 Selat Panjang Street 5	43
Figure 4. 6 Selat Panjang Street 6	43
Figure 4. 7 Measurement Model Analysis	64

LIST OF TABLES

Table 1. 1 Production Growth of Micro and Small Industries in Food and Beverage Sector in Indonesia	3
Table 1. 2 Consumers Review at Street Food Stall at Selat Panjang Medan	5
Table 2. 1 Indicators of Consumers Lifestyle	12
Table 2. 2 Indicators of Consumers Resources	13
Table 2. 4 Indicators of Consumers Motivation.....	14
Table 2. 5 Indicators of Consumers Purchasing.....	15
Table 2. 6 The Result of Previous Research	18
Table 3. 1 Indicators of Research	30
Table 3. 2 Likert Scale	31
Table 4. 2 Validity Test Result for Consumers Lifestyle (CL)	43
Table 4. 3 Validity Test Result for Consumers Resources (CR).....	44
Table 4. 4 Validity Test Result for Consumers Motivation (CM)	44
Table 4. 5 Validity Test Result for Consumers Purchasing (CP).....	44
Table 4. 6 Reliability Test Results	45
Table 4. 7 Number of Respondents Based on Gender	46
Table 4. 8 Number of Respondents Based on Age.....	46
Table 4. 9 Number of Respondents Based on Occupation.....	47
Table 4. 10 Number of Respondents Based on When The Last Time Buying (within the last 12 months).....	47
Table 4. 11 Responses for Consumers Lifestyle (CL)	48
Table 4. 12 Responses for Consumers Resources (CR).....	50
Table 4. 13 Responses for Consumers Motivation (CM).....	51
Table 4. 14 Responses for Consumers Purchasing (CP)	53
Table 4. 15 Measurement Score from Interval Class Formula.....	55

Table 4. 16 Descriptive Statistics for Consumers Lifestyle (CL) Statements..	56
Table 4. 17 Measurement Score for CL	57
Table 4. 18 Descriptive Statistic for CL.....	57
Table 4. 19 Descriptive Statistics for Consumers Resources (CR) Statements	58
Table 4. 20 Measurement Score for CR	59
Table 4. 21 Descriptive Statistic for CR.....	59
Table 4. 22 Descriptive Statistics for Consumers Motivation (CM) Statements	60
Table 4. 23 Measurement Score for CM	61
Table 4. 24 Descriptive Statistic for CM.....	61
Table 4. 25 Descriptive Statistics for Consumers Purchasing (CP) Statements	62
Table 4. 26 Measurement Score for CP	63
Table 4. 27 Descriptive Statistic for CP	63
Table 4. 28 Loading, Composite Reliability (CR), and Average Variance Extracted (AVE).....	65
Table 4. 29 Heterotrait-Monotrait Ratio Results.....	66
Table 4. 30 Fornell-Larcker Criterion	67
Table 4. 31 Construct Reliability Result	67
Table 4. 32 VIF Result	68
Table 4. 33 R-Square Results	69
Table 4. 34 F-Square Result	70
Table 4. 35 Q-Square Result	71
Table 4. 36 Path Coefficient Results	71

LIST OF APPENDICES

APPENDIX A : QUESTIONNAIRE (GOOGLE FORMS)	A-1
APPENDIX B : PRE-TEST RESPONDENTS FOR CONSUMERS LIFESTYLE (CL)	B-1
APPENDIX C : PRE-TEST RESPONDENTS FOR CONSUMERS RESOURCES (CR).....	C-1
APPENDIX D : PRE-TEST RESPONDENTS FOR CONSUMERS MOTIVATION (CM).....	D-1
APPENDIX E : PRE-TEST RESPONDENTS FOR CONSUMERS PURCHASING (CP).....	E-1
APPENDIX F : MAIN RESPONDENTS FOR CONSUMERS LIFESTYLE (CL)	F-1
APPENDIX G : MAIN RESPONDENTS FOR CONSUMERS RESOURCES (CR).....	G-1
APPENDIX H : MAIN RESPONDENTS FOR CONSUMERS MOTIVATION (CM)	H-1
APPENDIX I : MAIN RESPONDENTS FOR CONSUMERS PURCHASING (CP)	I-1
APPENDIX J : MS. EXCEL OUTPUT	J-1
APPENDIX K : SMARTPLS 4.0 OUTPUT	K-1
APPENDIX L : TURNITIN CHECK	L-1