

TABLE OF CONTENTS

COVER

TITLE PAGE

DECLARATION OF AUTHENTICITY AND UPLOAD AGREEMENT	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE	iv
ABSTRACT	vi
<i>ABSTRAK</i>	vii
PREFACE	viii
LIST OF FIGURES	xiii
LIST OF TABLES	xiv
LIST OF APPENDICES	xvi

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

CHAPTER II LITERATURE REVIEW AND HYPHOTESIS

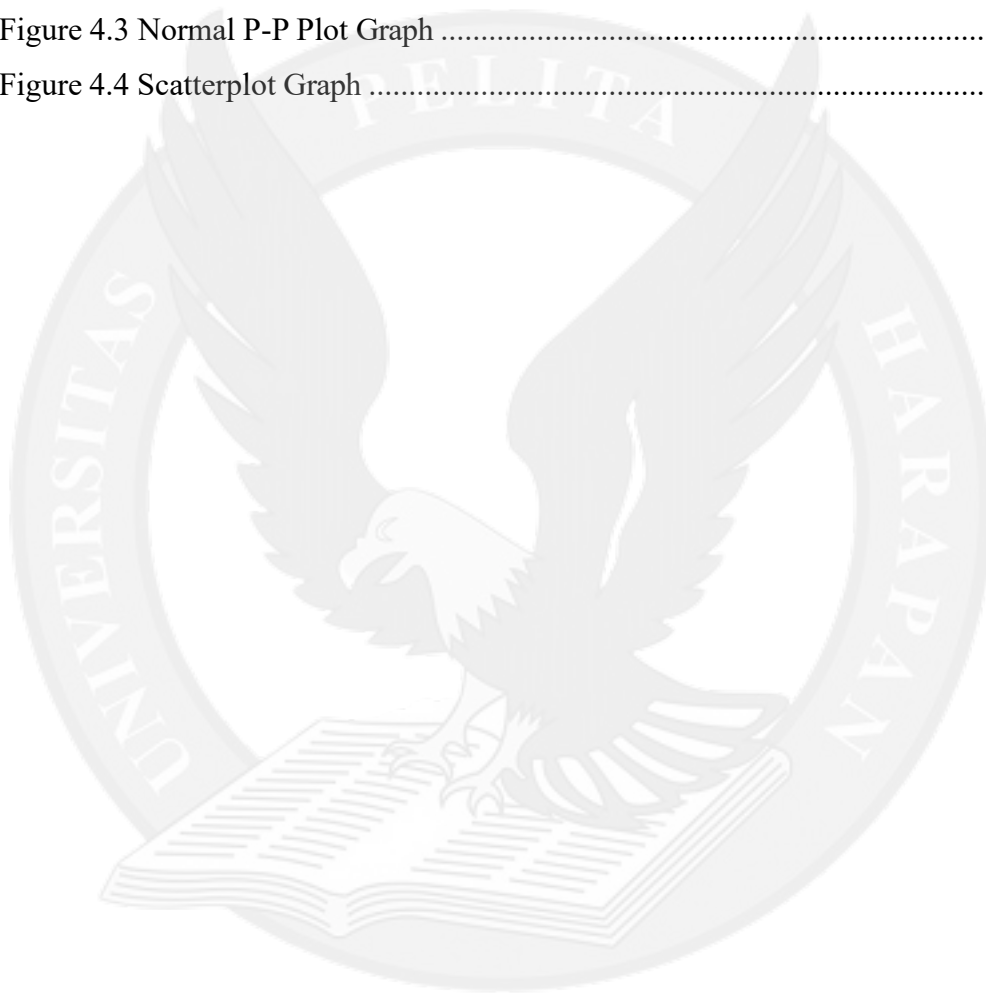
DEVELOPMENT	9
2.1. Theoretical Background	9
2.1.1 Hospitality Management	9
2.1.2 Store Atmosphere	10
2.1.2.1. Definition of Store Atmosphere	10
2.1.2.2. Factors of Store Atmosphere	11
2.1.2.3. Indicators of Store Atmosphere	13
2.1.3 Brand Image	14
2.1.3.1. Definition of Brand Image	14

2.1.3.2.	Factors of Brand Image	15
2.1.3.3.	Indicators of Brand Image.....	17
2.1.4	Menu Variety	19
2.1.4.1.	Definition of Menu Variety.....	19
2.1.4.2.	Type of Menu	20
2.1.4.3.	Indicator of Menu Variety.....	22
2.1.5	Revisit Intention	23
2.1.5.1	Definition of Revisit Intention.....	23
2.1.5.2	Factors of Revisit Intention	24
2.1.5.3	Indicator of Revisit Intention.....	25
2.1.6	Relationship between Store Atmosphere and Revisit Intention	27
2.1.7	Relationship between Brand Image and Revisit Intention	28
2.1.8	Relationship between Menu Variety and Revisit Intention	29
2.1.9	Relationship between Store Atmosphere, Brand Image, and Menu Variety to Revisit Intention.....	29
2.2.	Previous Research	30
2.3.	Hyphotesis Development.....	31
2.4.	Research Model.....	32
2.5.	Framework of Thinking.....	33
CHAPTER III RESEARCH METHODOLOGY		34
3.1.	Research Design	34
3.2.	Population and Sample	35
3.2.1.	Location and Time.....	35
3.2.2.	Population.....	35
3.2.3.	Sample.....	35
3.3.	Data Collection Method	37
3.4.	Operational Definition and Variable Measurement	38
3.5.	Data Analysis Method	40
3.5.1.	Test of Research Instrument	41
3.5.2.	Decriptive Statistics.....	43
3.5.3.	Classical Asumption Test	46
3.5.4.	Multiple Linear Regression	49
3.5.5.	Hyphotesis Test	50

CHAPTER IV RESULT AND DISCUSSION	54
4.1. General View of Draja Café	54
4.1.1 Brief Overview	55
4.1.2 Organization Structure.....	56
4.2. Research Result	58
4.2.1. Test of Research Instrument	59
4.2.1.1 Validity Test.....	59
4.2.1.2 Reliability Test.....	61
4.2.2. Descriptive Statistics	61
4.2.2.1 Respondent Characteristics	61
4.2.2.2 Explanation of Respondents Answer on Variable	63
4.2.2.3 Mean, Median, Mode and Standard Deviation.....	66
4.2.3. Result of Data Quality Testing	76
4.2.3.1 Classical Assumption Testing Result	76
4.2.3.2 Multiple Linear Regression Analysis	79
4.2.4. Result of Hypothesis Testing.....	81
4.2.4.1 T Test.....	81
4.2.4.2 F Test.....	82
4.2.4.3 Coefficient of Determination.....	83
4.3. Discussion	84
 CHAPTER V CONCLUSION.....	 89
5.1 Conclusion.....	89
5.2 Recommendation.....	90
BIBLIOGRAPHY.....	93

LIST OF FIGURES

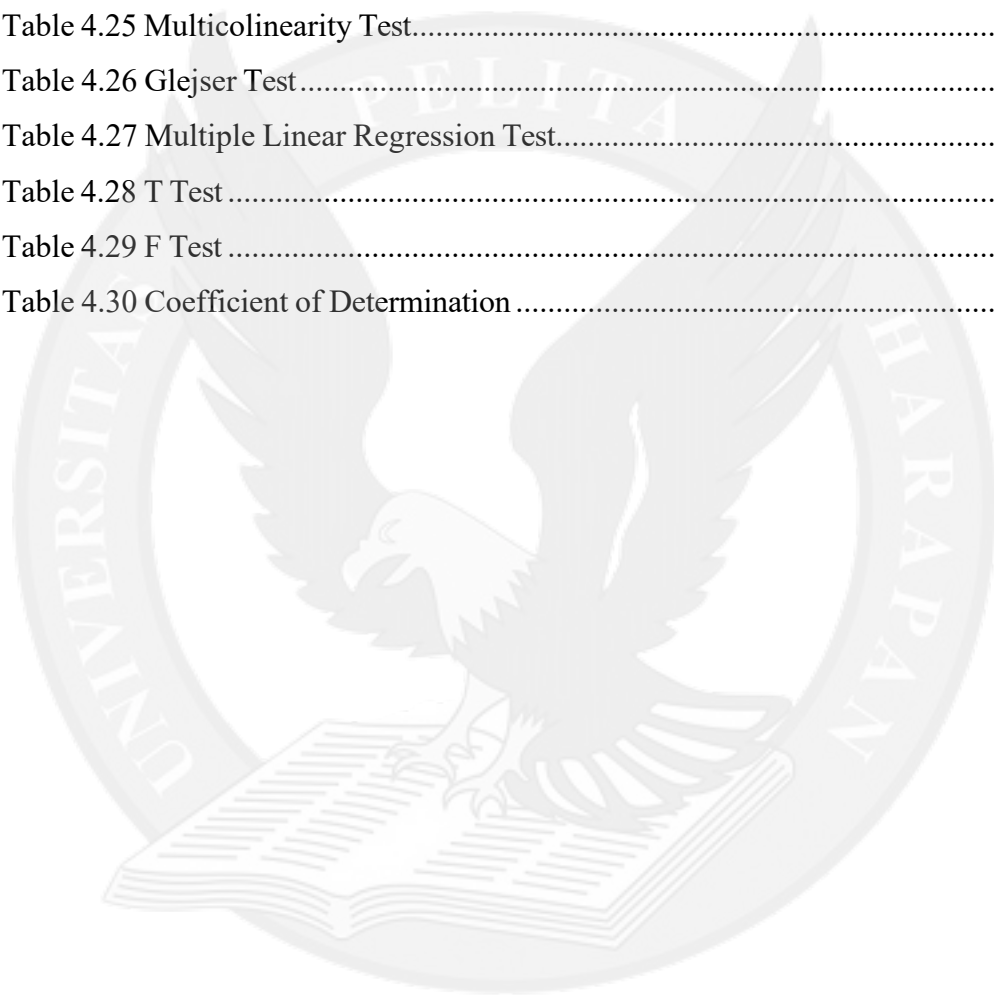
Figure 2.1 Research Model	32
Figure 2.2 Framework of Thinking	33
Figure 4.1 Organization Structure of Draja Cafe Citraland (2025).....	56
Figure 4.2 Histogram Graph.....	76
Figure 4.3 Normal P-P Plot Graph	77
Figure 4.4 Scatterplot Graph	78



LIST OF TABLES

Table 1.1 Number of Visitors at Draja Cafe Citraland from 2022-2024	2
Table 1.2 Pra Survey of Store Atmosphere.....	3
Table 1.3 Brand Comparison in Cafe at Citraland.....	4
Table 1.4 Pra Survey of Brand Image.....	4
Table 1.5 Pra Survey of Menu Variety	5
Table 2.1 Previous Research.....	30
Table 3.1 Operational Variable Store Atmosphere (X_1).....	39
Table 3.2 Operational Variable Brand Image (X_2).....	39
Table 3.3 Operational Variable Menu Variety (X_3).....	39
Table 3.4 Operational Variable Revisit Intention (Y).....	40
Table 3.5 Likert Scale	40
Table 4.1 Validity Test of Store Atmosphere	59
Table 4.2 Validity Test of Brand Image	59
Table 4.3 Validity Test of Menu Variety.....	60
Table 4.4 Validity Test of Revisit Intention	60
Table 4.5 Reliability Test.....	61
Table 4.5 Coefficient of Cronbach Alpha.....	61
Table 4.7 Charateristics Based on Gender.....	62
Table 4.8 Charateristics Based on Age	62
Table 4.9 Charateristics Based on Visiting Time.....	62
Table 4.10 Charateristics Based on Education	63
Table 4.11 Respondent Answer on Variable Store Atmosphere	63
Table 4.12 Respondent Answer on Variable Brand Image	64
Table 4.13 Respondent Answer on Variable Menu Variety.....	65
Table 4.14 Respondent Answer on Variable Revisit Intention	66
Table 4.15 Interval Class of Store Atmosphere	67
Table 4.16 Interval Class of Brand Image	68
Table 4.17 Interval Class of Menu Variety.....	68
Table 4.18 Interval Class of Revisit Intention	69

Table 4.19 Mean, Median, Mode and Std Deviation of Variables	69
Table 4.20 Mean, Median, Mode and Std Deviation of Store Atmosphere.....	70
Table 4.21 Mean, Median, Mode and Std Deviation of Brand Image.....	72
Table 4.22 Mean, Median, Mode and Std Deviation of Menu Variation	73
Table 4.23 Mean, Median, Mode and Std Deviation of Revisit Intention.....	74
Table 4.24 One Sample Kolmogorov Test	77
Table 4.25 Multicollinearity Test.....	78
Table 4.26 Glejser Test	79
Table 4.27 Multiple Linear Regression Test.....	80
Table 4.28 T Test	81
Table 4.29 F Test	82
Table 4.30 Coefficient of Determination	83



LIST OF APPENDICES

Appendix A: Questionnaire	A-1
Appendix B: Data Tabulation SPSS Output.....	B-1
Appendix C: Data of Respondent Answer from Questionnaire	C-1
Appendix D: SPSS Output.....	D-1
Appendix E: Distribution R Table.....	E-1
Appendix F: Distribution T Table	F-1
Appendix G: Distribution F Table.....	G-1
Appendix H: Documentation	H-1

