

## TABLE OF CONTENTS

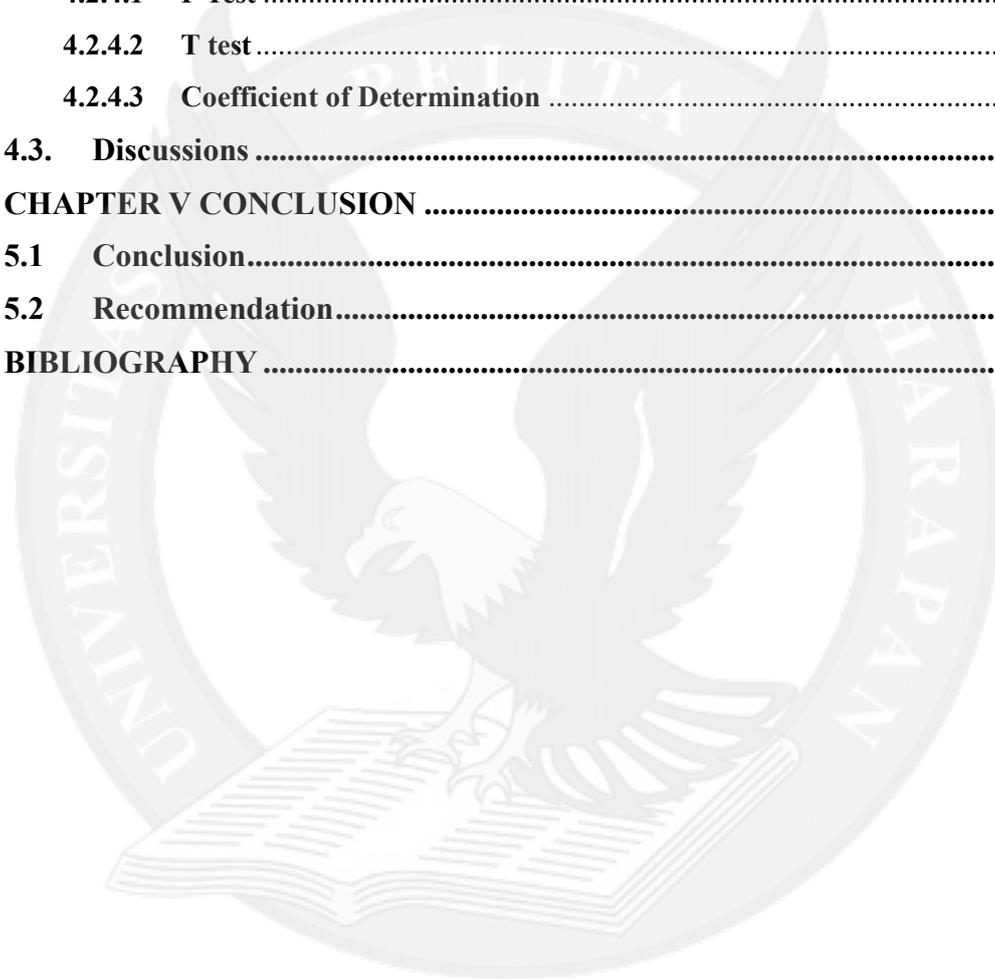
COVER

TITLE PAGE

APPROVAL PAGE BY FINAL PAPER ADVISOR.....	ii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	iii
ABSTRACT.....	iv
<i>ABSTRAK</i> .....	v
PREFACE .....	vi
TABLE OF CONTENTS .....	viii
LIST OF FIGURES.....	xi
LIST OF TABLES .....	xii
LIST OF APPENDICES .....	xiv
CHAPTER I INTRODUCTION.....	1
1.1 Background of Study .....	1
1.2 Problem Limitation.....	8
1.3 Problem Formulation.....	8
1.4 Objective of the Research.....	9
1.5 Benefit of the Research .....	9
1.5.1. Theoretical Benefit .....	9
1.5.2. Practical Benefit .....	10
CHAPTER II LITERATURE REVIEW AND HYPHOTESIS DEVELOPMENT .....	11
2.1. Theoretical Background .....	11
2.1.1. Entrepreneurship .....	11
2.1.2. Store Atmosphere .....	12
2.1.2.1. Definition of Store Atmosphere .....	12
2.1.2.2. Factors Influence of Store Atmosphere.....	13
2.1.2.3. Indicators of Store Atmosphere.....	14
2.1.3. Word of Mouth .....	15
2.1.3.1. Definition of Word of Mouth .....	15
2.1.3.2. Benefit of Word of Mouth .....	16

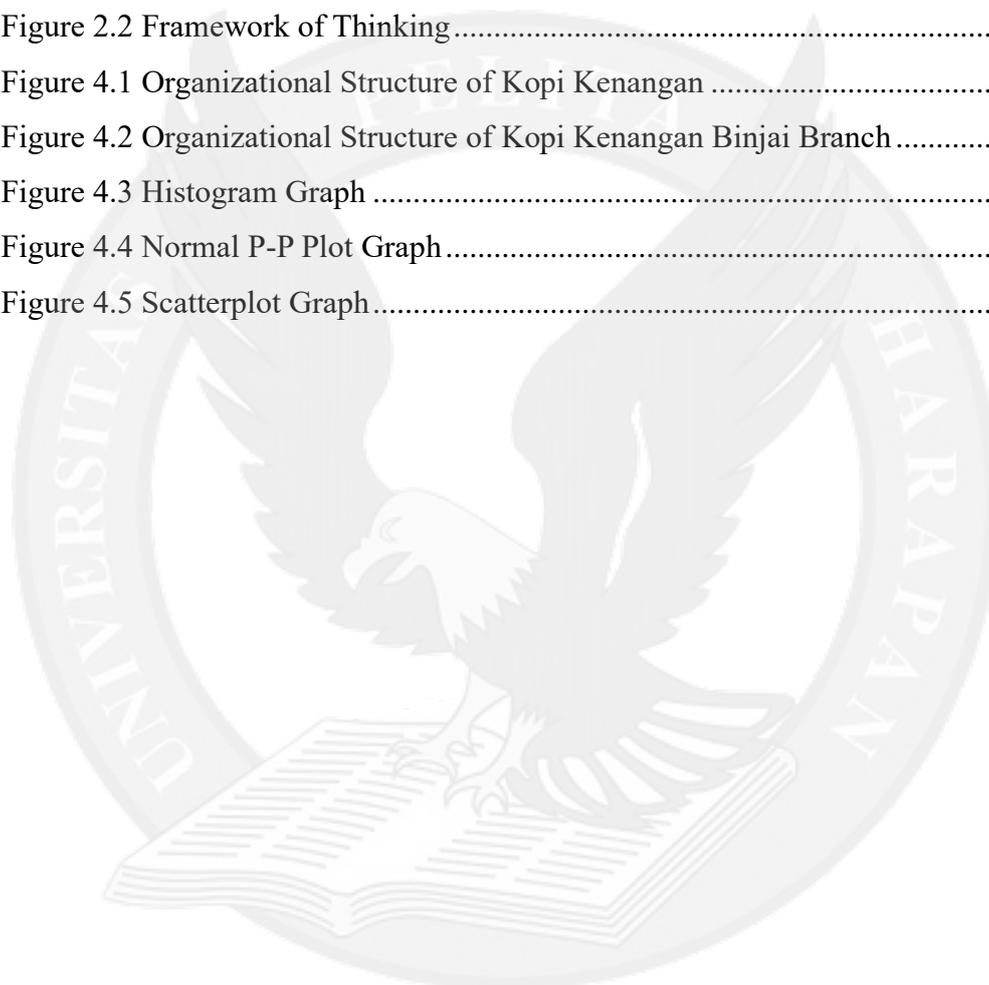
2.1.3.3.	Indicators of Word of Mouth .....	17
2.1.4.	Social Media Instagram .....	18
2.1.5.	Purchase Decision .....	22
2.1.5.1	Definition of Purchase Decision .....	22
2.1.5.2	Stages of Purchase Decision .....	23
2.1.5.3	Indicators of Purchase Decision .....	24
2.1.6.	Relationship of Store Atmosphere and Purchase Decision .....	25
2.1.7.	Relationship of Word of Mouth and Purchase Decision .....	26
2.1.8.	Relationship of Social Media Instagram and Purchase Decision .....	27
2.2.	Previous Reesearch .....	27
2.3.	Hyphotesis Development .....	31
2.4.	Research Model .....	32
2.5.	Framework of Thinking .....	33
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>		<b>34</b>
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 .....	39
3.5.	Data Analysis Method .....	41
3.5.1.	Test of Research Instrument .....	41
3.5.2.	Descriptive Statistics .....	43
3.5.3.	Classical Assumption Test .....	46
3.5.4.	Multiple Linear Regression .....	50
3.5.5.	Hypothesis Test .....	51
<b>CHAPTER IV RESEARCH RESULT AND DISCUSSION .....</b>		<b>55</b>
4.1.	General View of Kopi Kenangan .....	55
4.1.1.	Brief Overview .....	55
4.1.2.	Organization Structure .....	56
4.2.	Research Result .....	60
4.2.2.1	Respondent Charateristics .....	64

4.2.2.2	Explanation of Respondents Answer on Variable .....	66
4.2.2.3	Mean, Median, Mode, and Standard Deviation .....	71
4.2.3	Result of Data Quality Testing.....	78
4.2.3.1	Classical Assumption Testing Result .....	78
4.2.3.2	Multiple Linear Regression Analysis.....	82
4.2.4	Result of Hypothesis Testing .....	83
4.2.4.1	F Test .....	83
4.2.4.2	T test .....	84
4.2.4.3	Coefficient of Determination .....	85
4.3.	Discussions .....	86
<b>CHAPTER V CONCLUSION .....</b>		<b>90</b>
5.1	Conclusion.....	90
5.2	Recommendation.....	90
<b>BIBLIOGRAPHY .....</b>		<b>94</b>



## LIST OF FIGURES

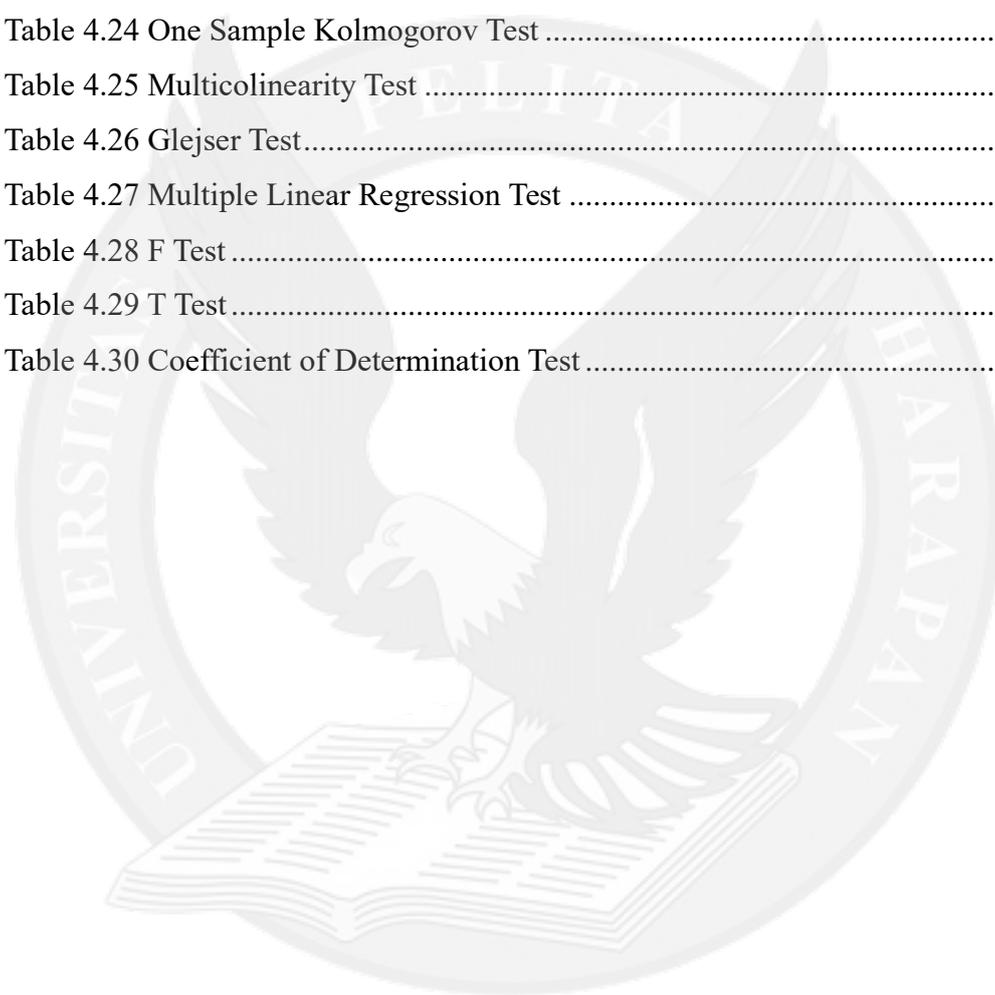
Figure 1.1 Modern Coffee Company Brand .....	2
Figure 1.2 Complaint of Store Atmosphere .....	5
Figure 1.2 Social Media Instagram from Kopi Kenangan .....	7
Figure 2.1 Research Model .....	32
Figure 2.2 Framework of Thinking.....	33
Figure 4.1 Organizational Structure of Kopi Kenangan .....	56
Figure 4.2 Organizational Structure of Kopi Kenangan Binjai Branch.....	58
Figure 4.3 Histogram Graph .....	79
Figure 4.4 Normal P-P Plot Graph.....	79
Figure 4.5 Scatterplot Graph.....	81



## LIST OF TABLES

Table 1.1 Pra Survey of Purchase Decision .....	3
Table 1.2 Pra Survey of Word of Mouth .....	4
Table 1.3 Pra Survey of Word of Mouth .....	5
Table 1.4 Comparison of Social Media Instagram .....	6
Table 1.5 Pra Survey of Social Media Instagram .....	7
Table 2.1 Previous Research .....	27
Table 3.1 Likert Scale .....	39
Table 3.2 Operational Variable Store Atmosphere ( $X_1$ ) .....	40
Table 3.3 Operational Variable Word of Mouth ( $X_2$ ) .....	40
Table 3.4 Operational Variable Social Media Instagram ( $X_3$ ) .....	40
Table 3.5 Operational Variable Purchase Decision (Y) .....	40
Table 4.1 Validity Test of Store Atmosphere .....	61
Table 4.2 Validity Test of Word of Mouth .....	62
Table 4.3 Validity Test of Social Media Instagram .....	62
Table 4.4 Validity Test of Customer Purchase Decision .....	63
Table 4.5 Reliability Test .....	64
Table 4.6 Respondents based on Gender .....	64
Table 4.7 Respondents based on Age .....	65
Table 4.8 Respondents based on Education .....	65
Table 4.9 Respondents based on Buying Frequency .....	65
Table 4.10 Respondent Answer on Variable Store Atmosphere .....	66
Table 4.11 Respondent Answer on Variable Word of Mouth .....	67
Table 4.12 Respondent Answer on Variable Social Media Instagram .....	68
Table 4.13 Respondent Answer on Variable Customer Purchase Decision .....	69
Table 4.14 Interval Class of Store Atmosphere .....	71
Table 4.15 Interval Class of Word of Mouth .....	72
Table 4.16 Interval Class of Social Media Instagram .....	72
Table 4.17 Interval Class of Social Media Instagram .....	73
Table 4.18 Mean, Median, Mode and Std Deviation of Variables .....	73

Table 4.19 Interval Class for Likert Scale.....	75
Table 4.20 Mean, Median, Mode and Std Deviation of Store Atmosphere .....	75
Table 4.21 Mean, Median, Mode and Std Deviation of Word of Mouth .....	76
Table 4.22 Mean, Median, Mode and Std Deviation of Social Media Instagram. 76	
Table 4.23 Mean, Median, Mode and Std Deviation of Customer Purchase Decision.....	77
Table 4.24 One Sample Kolmogorov Test .....	80
Table 4.25 Multicollinearity Test .....	80
Table 4.26 Glejser Test.....	82
Table 4.27 Multiple Linear Regression Test .....	82
Table 4.28 F Test .....	83
Table 4.29 T Test.....	84
Table 4.30 Coefficient of Determination Test .....	86



## LIST OF APPENDICES

Appendix A: Questionnaire.....	A-1
Appendix B: Data Tabulation Pretest Output.....	B-1
Appendix C: Data of Respondent Answer from Questionnaire .....	C-1
Appendix D: Data Analysis 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: Letter and Documentation .....	H-1

