

## TABLE OF CONTENT

	page
<b>COVER PAGE</b>	
<b>TITLE PAGE</b>	
<b>STATEMENT OF AUTHENTICITY AND APPROVAL OF FINAL ASSIGNMENT UPLOAD .....</b>	<b>.ii</b>
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR .....</b>	<b>.iv</b>
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE .....</b>	<b>.v</b>
<b>ABSTRACT .....</b>	<b>.vi</b>
<b>ABSTRAK .....</b>	<b>.vii</b>
<b>PREFACE .....</b>	<b>.viii</b>
<b>TABLE OF CONTENT .....</b>	<b>.x</b>
<b>LIST OF FIGURES.....</b>	<b>xiii</b>
<b>LIST OF TABLES.....</b>	<b>xiv</b>
<b>LIST OF APPENDICES .....</b>	<b>xvi</b>
<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
1.1 Background of the Study .....	1
1.2 Problem Limitations.....	8
1.3 Problem Formulations.....	8
1.4 Objective of The Research .....	9
1.5 Benefit of The Research.....	9
<b>CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT .....</b>	<b>11</b>
2.1 Theoretical Background .....	11
2.1.1 Hospitality Industry .....	11
2.1.2 Food Quality.....	12
2.1.3. Store Atmosphere .....	15
2.1.4 Brand Trust.....	17
2.1.5 Brand Image .....	19
2.1.6. Customer Satisfaction.....	21

2.2 Previous Research .....	24
2.3 Hypothesis Development.....	26
2.4 Research Model.....	28
2.5 Framework of Thinking.....	29
<b>CHAPTER III RESEARCH METHODOLOGY.....</b>	<b>30</b>
3.1 Research Design.....	30
3.2 Population and Sample .....	31
3.2.1 Research Object .....	31
3.2.2 Population .....	31
3.2.3 Samples .....	31
3.3 Data Collection Method.....	33
3.4 Operational Definition and Variable Measurement.....	34
3.4.1 Operational Definition.....	34
3.4.2 Variable Measurement.....	35
3.5 Data Analysis Method.....	36
<b>CHAPTER IV RESEARCH RESULT AND DISCUSSION .....</b>	<b>42</b>
4.1 General View of Coffee Crowd Delipark Medan.....	42
4.1.1 History of Coffee Crowd Delipark Medan.....	42
4.1.2 Organization Structure .....	43
4.2 Research Result.....	45
4.2.1 Test of Research Instrument .....	45
4.2.2 Descriptive Statistic .....	49
4.2.3 Result of Data Quality Testing.....	57
4.2.4 Multiple Linear Regression.....	61
4.2.5 Result of Hypothesis Testing .....	62
4.2.5.1 T-Test.....	62
4.2.5.2 F-Test .....	63
4.2.5.3 Coefficient of Determination Test.....	64
4.3 Discussion.....	65
4.3.1 Effect of Food Quality on Customer Satisfaction .....	65

4.3.2	Effect of Store Atmosphere on Customer Satisfaction.....	65
4.3.3	Effect of Brand Trust on Customer Satisfaction .....	66
4.3.4	Effect of Brand Image on Customer Satisfaction.....	66
4.3.5	Effect of Food Quality, Store Atmosphere, Brand Trust, And Brand Image on Customer Satisfaction.....	67
<b>CHAPTER V CONCLUSION.....</b>		<b>68</b>
5.1	Conclusion .....	68
5.2	Recommendation.....	69
<b>REFERENCES .....</b>		<b>72</b>

## LIST OF FIGURES

	page
Figure 1.1 Example of Review in 2023 .....	6
Figure 1.2 Example of Review in 2022 .....	6
Figure 1.3 Example of Review in 2021 .....	6
Figure 1.4 Go Food Review .....	7
Figure 2.1 Research Model.....	28
Figure 2.2 Framework of Thinking .....	29
Figure 4.1 Organization Structure .....	43
Figure 4.2 Normality Test with Histogram Graph.....	58
Figure 4.3 Normality Test with P-Plot of Normality Test .....	58
Figure 4.4 Heteroscedasticity Test with Scatterplot Graph .....	60

## LIST OF TABLES

	page
Table 1.1 Number of Customer at Coffee Crowd Delipark Medan .....	5
Table 1.2 Google Review Coffee Crowd Delipark Medan .....	6
Table 2.1 The Result of Previous Research.....	24
Table 3.1 Definition of Operational Variables .....	35
Table 3.2 Coefficient Of Determination Scale .....	41
Table 4.1 Validity Test Result on Food Quality.....	46
Table 4.2 Validity Test Result on Store Atmosphere .....	47
Table 4.3 Validity Test Result on Brand Trust.....	47
Table 4.4 Validity Test Result on Brand Image .....	47
Table 4.5 Validity Test Result on Customer Satisfaction .....	48
Table 4.6 Reliability Test Result .....	48
Table 4.7 Characteristics of Respondents by Gender.....	49
Table 4.8 Characteristics of Respondents by Age .....	50
Table 4.9 Characteristics of Respondents by Income.....	50
Table 4.10 Characteristics of Respondents by Customer lives in Medan .....	51
Table 4.11 The Interval Class.....	51
Table 4.12 Descriptive Statistic .....	52
Table 4.13 The Interval Class Based On Questionnaire .....	53
Table 4.14 Descriptive Statistics for Food Quality Statements .....	54
Table 4.15 Descriptive Statistics for Store Atmosphere Statements.....	54
Table 4.16 Descriptive Statistics for Brand Trust Statements .....	55
Table 4.17 Descriptive Statistics for Brand Image Statements .....	55
Table 4.18 Descriptive Statistics for Customer Satisfaction Statements.....	56
Table 4.19 Normality Test with Kolmogorov-Smirnov .....	57
Table 4.20 Multicollinearity Test .....	59
Table 4.21 Glejser Test.....	60
Table 4.22 Multiple Regression Testing Result.....	61

Table 4.23 Result t-test.....	63
Table 4.24 Result of F-test .....	64
Table 4.25 Coefficient of Determination .....	64



## **LIST OF APPENDICES**

APPENDIX A: RESEARCH QUESTIONNAIRE .....	A-1
APPENDIX B: DATA TABULATION (PRE-TEST DATA).....	B-1
APPENDIX C: DATA TABULATION (MAIN DATA) .....	C-1
APPENDIX D: RESEARCH INSTRUMENT TEST (PRE-TEST DATA).....	D-1
APPENDIX E: DESCRIPTIVE STATISTIC ANALYSIS .....	E-1
APPENDIX F: CLASSICAL ASSUMPTION TEST.....	F-1
APPENDIX G: REGRESSION ANALYSIS .....	G-1
APPENDIX H: HYPOTHESIS TEST.....	H-1
APPENDIX I: STATISTICAL TABLE .....	I-1
APPENDIX J: RESEARCH PERMISSION LETTER FROM COFFEE CROWD DELIPARK MEDAN .....	J-1
APPENDIX K: TURNITIN CHECK .....	K-1