

## TABLE OF CONTENT

**COVER PAGE**

**TITLE PAGE**

**FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT ..... ii**

**APPROVAL PAGE BY FINAL PAPER ADVISOR ..... iv**

**APPROVAL PAGE BY FINAL PAPER COMMITTEE ..... v**

**ABSTRACT ..... vi**

**ABSTRAK ..... vii**

**PREFACE ..... viii**

**TABLE OF CONTENT ..... x**

**LIST OF FIGURES ..... xiv**

**LIST OF TABLES ..... xv**

**LIST OF APPENDICES ..... xvi**

**CHAPTER I INTRODUCTION ..... 1**

1.1 Background of Study ..... 1

1.2 Problem Limitation ..... 3

1.3 Problem Formulation ..... 4

1.4 Objective of the Research ..... 5

1.5 Benefit of the Research ..... 5

1.5.1 Theoretical Benefit ..... 5

1.5.2 Practical Benefit ..... 6

**CHAPTER II LITERATURE REVIEW ..... 7**

2.1 Theoretical Background ..... 7

2.1.1 Hospitality Industry ..... 7

2.1.1.1 Definition of Hospitality Industry ..... 7

2.1.2 Company Culture ..... 7

2.1.2.1 Definition of Company Culture ..... 7

2.1.2.2 Indicator of Company Culture ..... 8

2.1.2.3 Dimension of Company Culture ..... 9

|   |  |           |
|---|--|-----------|
| 2.1.3   | Brand Image .....  | 10        |
| 2.1.3.1                                       | Definition of Brand Image .....  | 10        |
| 2.1.3.2                                       | Parameter in Brand Image.....  | 11        |
| 2.1.3.3                                       | Dimension of Brand Image .....   | 11        |
| 2.1.4   | Promotion on Instagram.....  | 12        |
| 2.1.4.1                                       | Definition of Promotion on Instagram .....                               | 12        |
| 2.1.4.2                                       | The Important of Promotion .....   | 13        |
| 2.1.4.3                                       | Dimension of Promotion on Instagram.....                                 | 14        |
| 2.1.5   | Instagram.....   | 15        |
| 2.1.5.1                                       | Definition of Instagram .....  | 15        |
| 2.1.5.2                                       | Dimension of Instagram.....  | 17        |
| 2.1.6   | Customer Experience .....  | 18        |
| 2.1.6.1                                       | Definition of Customer Experience .....                                  | 18        |
| 2.1.6.2                                       | Customer Experience Factor .....   | 19        |
| 2.1.6.3                                       | The Influence of Company Culture towards Customer Experience .....       | 20        |
| 2.1.6.4                                       | The Influence of Brand Image towards Customer Experience .....           | 20        |
| 2.1.6.5                                       | The Influence of Promotion on Instagram towards Customer Experience..... | 22        |
| 2.2   | Previous Research .....  | 23        |
| 2.3   | Hypothesis Development .....   | 24        |
| 2.4   | Research Model .....   | 26        |
| 2.5   | Theoretical Framework .....  | 28        |
| <b>CHAPTER III RESEARCH METHODOLOGY .....</b> |  | <b>29</b> |
| 3.1   | Research Design.....   | 29        |
| 3.2   | Method of Collecting Data.....   | 29        |
| 3.2.1   | Type of Research.....  | 29        |
| 3.2.2   | Data Collection Technique .....  | 29        |
| 3.3   | Population and Sample .....  | 31        |
| 3.3.1   | Population .....   | 31        |
| 3.3.2   | Sample.....  | 32        |
| 3.3.3   | Definition Operational Variable .....                                    | 33        |
| 3.4   | Data Analysis Method.....  | 34        |

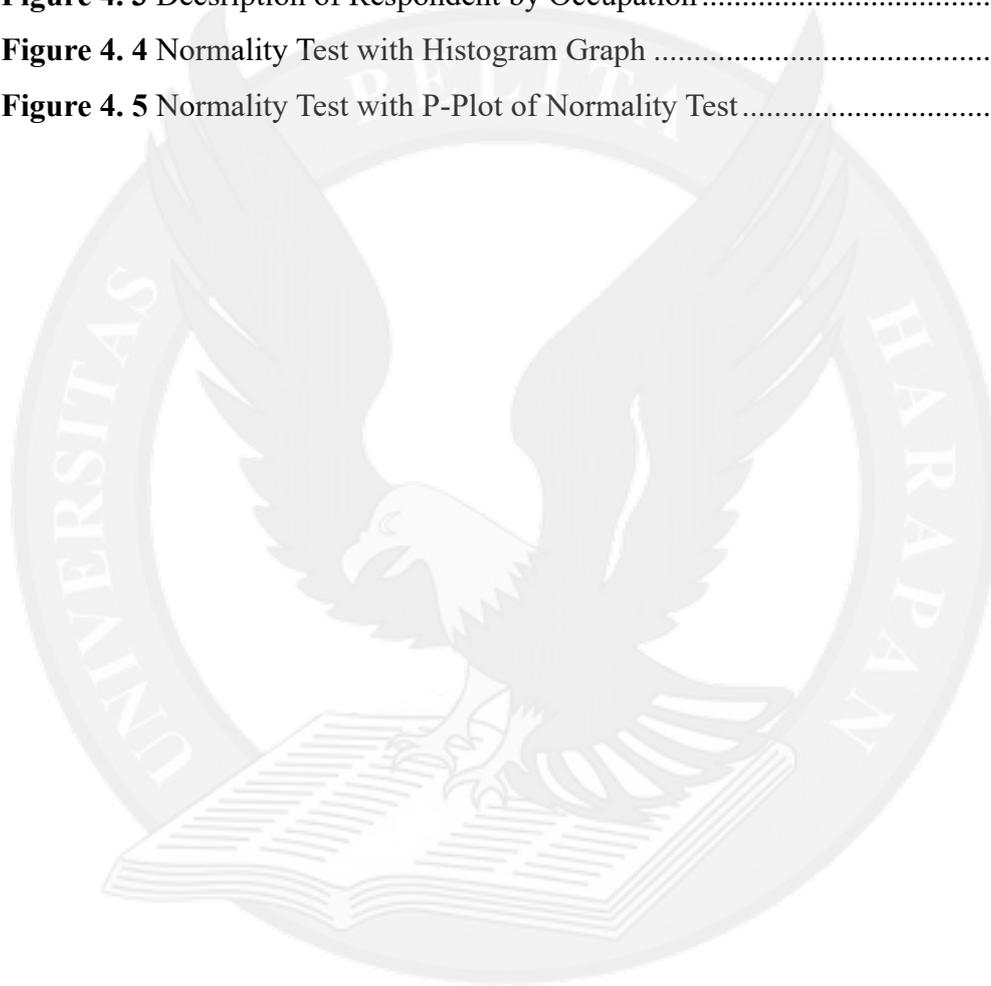
|  |  |           |
|--|--|-----------|
| 3.4.2  | Data Quality Test.....   | 34        |
| 3.4.2.1  | Validity Test .....  | 34        |
| 3.4.2.2  | Reliability Test .....   | 35        |
| 3.4.3  | Classical Assumption Test .....                                    | 35        |
| 3.4.4  | Hypothesis Test.....   | 37        |
| 3.4.4.1  | Partial Test (t-test).....   | 37        |
| 3.4.4.2  | Simultaneous Test (f-test) .....                                   | 38        |
| 3.4.4.3  | Research Hypothesis .....  | 40        |
| <b>CHAPTER IV RESEARCH RESULT AND DISCUSSION .....</b> |  | <b>42</b> |
| 4.1  | General View of Haikou Group Medan .....                           | 42        |
| 4.2  | Data Presentation .....  | 42        |
| 4.2.1  | Distribution of Questionnaires .....                               | 42        |
| 4.2.2  | Description of Research Respondents.....                           | 43        |
| 4.3  | Data Analysis and Interpretation.....                              | 45        |
| 4.3.1  | Descriptive Statistic .....  | 45        |
| 4.3.2  | Validity Test .....  | 45        |
| 4.3.3  | Reliability Test .....   | 48        |
| 4.4  | Classical Assumption Test .....                                    | 49        |
| 4.4.1  | Normality Test.....  | 49        |
| 4.4.2  | Multicollinearity Test.....  | 51        |
| 4.4.3  | Heteroscedasticity Test.....                                       | 52        |
| 4.4.4  | Multiple Linear Regression.....                                    | 52        |
| 4.4.5  | Determination Test .....   | 54        |
| 4.5  | Hypothesis Test.....   | 55        |
| 4.5.1  | Partial Test (t-test).....   | 55        |
| 4.5.1.1  | Testing the Significance of the Company Culture Variable (X1)..... | 55        |
| 4.5.1.2  | Towards the Significance of Brand Image Variables (X2)             | 56        |
| 4.5.1.3  | Testing the Significance of Promotion on Instagram (X3)            | 57        |
| 4.5.2  | Simultaneous Test (f-test) .....                                   | 57        |
| 4.6  | Discussion .....   | 58        |

|                                   |           |
|-----------------------------------|-----------|
| <b>CHAPTER V CONCLUSION .....</b> | <b>61</b> |
| 5.1 Conclusion .....              | 61        |
| 5.2 Recommendation .....          | 62        |
| <b>REFERENCES.....</b>            | <b>65</b> |



## LIST OF FIGURES

|  |    |
|--|----|
| <b>Figure 2.1</b> Research Model .....                               | 27 |
| <b>Figure 2.2</b> Theoretical Framework.....                         | 28 |
| <b>Figure 4.1</b> Description of Respondent by Gender.....           | 43 |
| <b>Figure 4. 2</b> Description of Respondent by Age .....            | 44 |
| <b>Figure 4. 3</b> Decsription of Respondent by Occupation .....     | 44 |
| <b>Figure 4. 4</b> Normality Test with Histogram Graph .....         | 50 |
| <b>Figure 4. 5</b> Normality Test with P-Plot of Normality Test..... | 50 |



## LIST OF TABLES

|   |    |
|---|----|
| <b>Table 1.1</b> Total Bad Reviews in 3 months.....                 | 3  |
| <b>Table 2.1</b> Previous Research .....                            | 23 |
| <b>Table 3.1</b> Definition Operation variable.....                 | 33 |
| <b>Table 4.1</b> Descriptive Statistic.....                         | 45 |
| <b>Table 4.2</b> Validity Test Company Culture .....                | 46 |
| <b>Table 4.3</b> Validity Test Brand Image .....                    | 47 |
| <b>Table 4.4</b> Validity Test Promotion on Instagram .....         | 47 |
| <b>Table 4.5</b> Validity Test Customer Experience .....            | 48 |
| <b>Table 4.6</b> Reliability Test Company Culture Reliability ..... | 48 |
| <b>Table 4.7</b> Reliability Test Brand Image .....                 | 48 |
| <b>Table 4.8</b> Reliability Test Promotion on Instagram.....       | 49 |
| <b>Table 4.9</b> Reliability Test Customer Experience .....         | 49 |
| <b>Table 4.10</b> Normality Test .....                              | 49 |
| <b>Table 4.11</b> Multicollinearity Test.....                       | 51 |
| <b>Table 4.12</b> Heteroscedasticity Test .....                     | 52 |
| <b>Table 4.13</b> Multiple Linear Regression .....                  | 52 |
| <b>Table 4.14</b> Determination Test .....                          | 54 |
| <b>Table 4.15</b> T - TEST.....                                     | 55 |
| <b>Table 4.16</b> F TEST .....                                      | 57 |

## **LIST OF APPENDICES**

|  |     |
|--|-----|
| APPENDIX A: QUESTIONNAIRE (GOOGLE FORMS).....                        | A-1 |
| APPENDIX B: PRE-TEST RESPONDENTS FOR COMPANY CULTURE ..              | B-1 |
| APPENDIX C: PRE-TEST RESPONDENT FOR BRAND IMAGE.....                 | C-1 |
| APPENDIX D: PRE-TEST RESPONDENT FOR PROMOTION ON<br>INSTAGRAM .....  | D-1 |
| APPENDIX E: PRE-TEST RESPONDENT FOR CUSTOMER EXPERIENCE ...<br>..... | E-1 |
| APPENDIX F: MAIN RESPONDENT FOR COMPANY CULTURE.....                 | F-1 |
| APPENDIX G: MAIN RESPONDENT FOR BRAND IMAGE .....                    | G-1 |
| APPENDIX H: MAIN RESPONDENT FOR PROMOTION ON INSTAGRAM<br>.....      | H-1 |
| APPENDIX I: MAIN RESPONDENT FOR CUSTOMER EXPERIENCE.....             | I-1 |
| APPENDIX J: SPSS OUTPUT .....  | J-1 |
| APPENDIX K: MAIN TEST SPSS RESULT .....                              | K-1 |
| APPENDIX L: TURNITIN CHECK.....                                      | L-1 |