

TABLE OF CONTENT

COVER PAGE

TITLE PAGE

STATEMENT OF AUTHENTICITY AND APPROVAL OF FINAL

ASSIGNMENT UPLOAD ii

APPROVAL PAGE BY FINAL PAPER ADVISOR.....Error! Bookmark not defined.

APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE v

ABSTRACT v

ABSTRAK vi

PREFACE vii

TABLE OF CONTENT ix

LIST OF FIGURE xii

LIST OF TABLE xiii

LIST OF APPENDICES xv

CHAPTER I INTRODUCTION 1

1.1 Background of the Study 1

1.2 Problem Limitation..... 8

1.3 Problem Formulation..... 9

1.4 Objective of the Research..... 9

1.5 Benefit of the Research 10

1.5.1 Theoretical Benefit 10

1.5.2 Practical Benefit..... 10

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS

DEVELOPMENT 12

2.1 Theoretical Background 12

2.1.1 Customers Loyalty 12

2.1.1.1 Definition of Customers Loyalty..... 12

2.1.1.2 Factors of Customers Loyalty	13
2.1.1.2 Types of Customers Loyalty	14
2.1.1.3 Indicators of Customers Loyalty	16
2.1.2 Marketing.....	17
2.1.2.1 Definition of Marketing	17
2.1.2.2 Marketing Mix.....	17
2.1.2.2 Benefits of Marketing.....	22
2.1.2.3 Indicators of Marketing	23
2.1.3 Atmosphere.....	24
2.1.3.1 Definition of Atmosphere.....	24
2.1.3.2 Types of Atmospheres.....	25
2.1.3.3 Indicators of Atmosphere	26
2.1.4 Brand Image.....	27
2.1.4.1 Definition of Brand Image	27
2.1.4.2 Types of Brand Image	28
2.1.4.3 Indicators of Brand Image.....	29
2.1.5 The Influence of Marketing on Customers Loyalty	29
2.1.6 The Influence of Atmosphere on Customers Loyalty.....	30
2.1.7 The Influence of Brand Image on Customers Loyalty	30
2.2 Previous Research	30
2.3 Hypothesis Development	32
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. Population.....	35
3.2.2. Sample	35
3.3 Data Collection Method	36
3.4. Operational Definition and Variable Measurement	37
3.5 Data Analysis Method	39

3.5.1 Research Instrument Test	39
3.5.2 Descriptive Statistics	40
3.5.3 Classical Assumption Test.....	41
3.5.4 Multiple Linear Regression Analysis	43
3.5.5 Hypothesis Test	43
3.5.5.1 Determination Test.....	43
3.5.5.2 t Test.....	44
3.5.5.3 F test	45
CHAPTER IV RESEARCH RESULT AND DISCUSSION	46
4.1 General View of Warung Mak Beng.....	46
4.1.1 Brief Overview	46
4.2 Research Result	53
4.2.1 Test of Research Instrument	53
4.2.2 Descriptive Statistics	56
4.2.3 Result of Data Quality Testing	71
4.2.4 Result of Hypothesis Testing.....	77
4.2.4.1 Determination Test.....	77
4.2.4.2 Partial Test (t Test).....	77
4.2.4.3 Simultaneous Test (F Test)	78
4.3 Discussion	79
CHAPTER V CONCLUSION	84
5.1 Conclusion.....	84
5.2 Recommendation.....	85

REFERENCES

APPENDICES

LIST OF FIGURE

Figure 1.1. The Iconic Menu in Warung Mak Beng	2
Figure 1.2 Warung Mak Beng's Sales Indicator	4
Figure 1.3 Atmosphere at Warung Mak Beng	6
Figure 1.4 Negative complaints from customers of Warung Mak Beng	8
Figure 2. 1 Research Model	32
Figure 2.2 Framework of Thinking	33
Figure 4.1. The Building of Warung Mak Beng	46
Figure 4.2. Fried Fish Menu at Warung Mak Beng	47
Figure 4.3. Fish Soup Menu at Warung Mak Beng	48
Figure 4.4. Worker's Uniform at Warung Mak Beng	48
Figure 4.5. Package Menu at Warung Mak Beng	49
Figure 4.6. Food and Beverage Prices at Warung Mak Beng	49
Figure 4.7. Organizational Structure at Warung Mak Beng	50
Figure 4. 8 Characteristics of Respondents by Gender	56
Figure 4. 9 B Number of visits to Warung Mak Beng	57
Figure 4. 10 Age	57
Figure 4.11 Histograms	72
Figure 4.12 Normal Probability Plot	72
Figure 4.13 Scatterplot	74

LIST OF TABLE

Table 2.1. Previous Research	31
Table 3.1 Indicator of Operational Definition for Marketing	37
Table 3.2 Indicator of Operational Definition for Atmosphere	38
Table 3.3 Indicator of Operational Definition for Brand Image	38
Table 3.4 Indicator of Operational Definition for Customers Loyalty	38
Table 3.5 Likert Scale	39
Table 4.1 Validity Test Results of Marketing (X_1)	53
Table 4.2 Validity Test Results of Atmosphere (X_2)	54
Table 4.3 Validity Test Results of Brand Image (X_3)	54
Table 4. 4 Validity Test Results of Customers Loyalty (Y)	55
Table 4.5 Test Results for the Reliability of Marketing (X_1)	55
Table 4. 6 Test Results for the Reliability of Atmosphere (X_2)	55
Table 4.7 Test Results for the Reliability of Brand Image (X_3)	55
Table 4.8 Test Results for the Reliability of Customers Loyalty (Y)	55
Table 4. 9 Marketing Variable (X_1) - Statement 1	58
Table 4.10 Marketing Variable (X_1) - Statement 2	58
Table 4.11 Marketing Variable (X_1) - Statement 3	59
Table 4.12 Marketing Variable (X_1) - Statement 4	59
Table 4.13 Marketing Variable (X_1) - Statement 5	59
Table 4.14 Marketing Variable (X_1) - Statement 6	60
Table 4. 15 Atmosphere Variable (X_2) - Statement 1	60
Table 4.16 Atmosphere Variable (X_2) - Statement 2	60
Table 4.17 Atmosphere Variable (X_2) - Statement 3	61
Table 4.18 Atmosphere Variable (X_2) - Statement 4	61
Table 4.19 Atmosphere Variable (X_2) - Statement 5	61
Table 4.20 Atmosphere Variable (X_2) - Statement 6	62
Table 4.21 Atmosphere Variable (X_2) - Statement 7	62
Table 4.22 Atmosphere Variable (X_2) - Statement 8	62

Table 4.23 Atmosphere Variable (X_2) - Statement 9	63
Table 4.24 Atmosphere Variable (X_2) - Statement 10	63
Table 4. 25 Brand Image Variable (X_3) - Statement 1	63
Table 4.26 Brand Image Variable (X_3) - Statement 2.....	64
Table 4.27 Brand Image Variable (X_3) - Statement 3.....	64
Table 4.28 Brand Image Variable (X_3) - Statement 4.....	64
Table 4.29 Brand Image Variable (X_3) - Statement 5.....	65
Table 4.30 Brand Image Variable (X_3) - Statement 6.....	65
Table 4. 31 Customers Loyalty Variable (Y) - Statement 1	66
Table 4.32 Customers Loyalty Variable (Y) - Statement 2	66
Table 4.33 Customers Loyalty Variable (Y) - Statement 3	66
Table 4.34 Customers Loyalty Variable (Y) - Statement 4	67
Table 4.35 Customers Loyalty Variable (Y) - Statement 5	67
Table 4.36 Customers Loyalty Variable (Y) - Statement 6	67
Table 4.37 Measurement Score of Descriptive Statistics.....	68
Table 4.38 Descriptive Statistics o.....	68
Table 4.39 The Interval for Marketing, Brand Image and Customers Loyalty....	69
Table 4.40 The Interval for Atmosphere.....	69
Table 4.41 Descriptive Statistics for Variable	69
Table 4.42 Kolmogorov-Smirnov Test	73
Table 4.43 Multicollinearity Test.....	73
Table 4.44 Spearman Test.....	75
Table 4.45 Multiple Linear Regression Analysis.....	76
Table 4.46 Determination Test.....	77
Table 4.47 Partial Test	78
Table 4.48 Simultaneously Test.....	79

LIST OF APPENDICES

Appendix A. <i>Kuesioner Penelitian</i>	A-1
Appendix B. Research Questionnaire	B-1
Appendix C. Google Form For Pretest (N30).....	C-1
Appendix D. Output Spss For Pretest	D-1
Appendix E. Google Form For Sample Test (N140)	E-1
Appendix F Output Spss For Sample Test.....	F-1
Appendix G. Documentation	G-1
Appendix H. R Table	H-1
Appendix I. T Table	I-1
Appendix J. F Table	J-1
Appendix K. Turnitin.....	K-1