

	UNIVERSITAS PELITA HARAPAN	No. Dok : FOR02/PRO19/STA35/SPMI-UPH
	SISTEM PENJAMINAN MUTU INTERNAL	Revisi : 00
	FORMULIR PERNYATAAN KEASLIAN DAN PERSETUJUAN UNGGAH TUGAS AKHIR	Tanggal : 01 Maret 2024
	STATEMENT OF AUTHENTICITY AND APPROVAL OF FINAL ASSIGNMENT UPLOAD	Halaman : 1 dari 2

Saya/kami yang bertanda tangan dibawah ini:

I/we, the undersigned:

Nama Lengkap (NPM) : 1. ANGELIA GLENY WINARTA

Full Name (Student ID)

: 2.

: 3.

Fakultas :

Faculty

Program Studi :

Study Program

Lokasi Kampus :

Campus Location

☐ Jakarta (Untuk lokasi kampus di Lippo Village dan Jakarta)
(*Lippo Village Karawaci and Jakarta Areas*)

☐ Medan

☐ Surabaya

Jenis Tugas Akhir :

Type of Final Assignment

☐ Skripsi

Thesis (Undergraduate/S1)

☐ Thesis

Thesis (Graduate/S2)

☐ Magang

Internship

☐ Disertasi

Dissertation

☐ Makalah (*Term Paper*)

Term Paper

☐ Karya Tulis Ilmiah

Scientific Papers

☐ Proyek Akhir

Final Project

Judul Tugas Akhir :

Title of Final Assignment

Menyatakan bahwa :

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		Revisi : 00
		Tanggal : 01 Maret 2024
		Halaman : 2 dari 2

and Technology Number 39 of 2021 concerning Academic Integrity in Producing Scientific Works (Chapter III, article 9).

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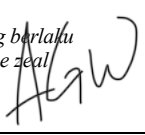
City

Tanggal:

Date

Yang menyatakan,

The Declarer,

Tandatangan Signature	Meterai yang berlaku Applicable seal 	Meterai yang berlaku Applicable seal	Meterai yang berlaku Applicable seal
Nama Lengkap Full Name	ANGELIA GLENY WINARTA		



UNIVERSITAS PELITA HARAPAN

Final Assignment Statement and Upload Agreement

I/we, the undersigned,

Name - Student ID : 1. Angelia Gleny Winarta - 03013210034
2.
3.

Faculty : Economics and Business

Study Program : Hospitality Management

Campus Location : Medan

Type of Final Assignment : Thesis (S1)

Title :

**INVESTIGATING THE INFLUENCE OF CULTURAL AUTHENTICITY,
STAFF KNOWLEDGE, AND MENU DESIGN ON CUSTOMER LOYALTY AT
COBEK AYAM PENYET RESTAURANT.**

hereby declare that

1. This Final Assignment is my/our own work with the guidance of my/our final assignment supervisor and not a duplication of any other published paper or paper that has been used to get an academic degree from any universities;
2. This Final Assignment is not a plagiarized work from the work of others, and if I/we quote from someone's work, it will be listed in the reference list according to the applied citation style and regulations;
3. I/we hereby grant Universitas Pelita Harapan the non-exclusive royalty-free right for said work to be uploaded to Universitas Pelita Harapan Repository.

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Place : Medan

Date : 14-May-2025

The Declarer,

Signage			
Name	(Angelia Gleny Winarta) - 03013210034	()	()



UNIVERSITAS PELITA HARAPAN
FACULTY OF ECONOMICS AND BUSINESS

APPROVAL PAGE BY FINAL PAPER ADVISOR

**INVESTIGATING THE INFLUENCE OF RESTAURANT
AUTHENTICITY, STAFF KNOWLEDGE, AND MENU DESIGN ON
CUSTOMER LOYALTY AT COBEK AYAM PENYET RESTAURANT**

By:

Name : Angelia Gleny Winarta
ID No. : 03013210034
Study Program : Management
Concentration : Hospitality Management

has been examined and approved for submission and defense in front of the final paper defense committee in order to obtain the degree of *Sarjana Manajemen* at Management Study Program, Faculty of Economics and Business, Universitas Pelita Harapan Medan Campus.

Medan, May 01, 2025

Approved by:

Final Paper Advisor

Elisabeth Marlina Sari Lintong, S.Sos, M.Par.

Department Chair of Management Dean of
Study Program UPH Medan Campus Faculty of Economics and Business

Dr. Alfonsius, S.E., M.Si.

Dra. Gracia Shinta S. Ugut, MBA., Ph.D.



UNIVERSITAS PELITA HARAPAN
FACULTY OF ECONOMICS AND BUSINESS

APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE

On Thursday, May 01, 2025, a final paper defense has been held as a partial fulfillment of the academic requirements to obtain the degree of *Sarjana Manajemen* at Management Study Program, Faculty of Economics and Business, Universitas Pelita Harapan Medan Campus for:

Name : Angelia Gleny Winarta
ID No. : 03013210034
Study Program : Management
Faculty : Economics and Business

including an examination for final paper entitled **“INVESTIGATING THE INFLUENCE OF RESTAURANT AUTHENTICITY, STAFF KNOWLEDGE, AND MENU DESIGN ON CUSTOMER LOYALTY AT COBEK AYAM PENYET RESTAURANT”** by the final paper defense committee which consists of:

Final Paper Defense Committee	Status	Signature
Elisabeth Marlina Sari Lintong, S.Sos, M.Par	Chair	
Danny Philipe Bukidz, S.ST, M.Min, M.Si	Member	
Rifin Khong, B.Bus(BusInfoSys), M.Mm, FCH, AWP, CPSP	Member	

PREFACE

By the grace and blessing of the Almighty God, the writer has completed the final paper entitled: **“INVESTIGATING THE INFLUENCE OF RESTAURANT AUTHENTICITY, STAFF KNOWLEDGE, AND MENU DESIGN ON CUSTOMER LOYALTY AT COBEK AYAM PENYET RESTAURANT”**.

This final paper is written as a partial fulfillment of the academic requirements to obtain the degree of *Sarjana Manajemen* at Management Study Program, Faculty of Economics and Business, Universitas Pelita Harapan Medan Campus.

The writer would like to express his/her sincere gratitude to the following people for their valuable contributions in assisting and supporting the writer from the beginning until the completion of this final paper:

1. Dr. (Hon). Jonathan L. Parapak, M. Eng. Sc., as the Rector of Universitas Pelita Harapan
2. Dra. Gracia Shinta S. Ugut, M.B.A., Ph.D., as the Dean of Faculty of Economics and Business UPH Medan Campus
3. Dr. Alfonsius, S.E., M.SI., as the Department Chair of Management Study Program UPH Medan Campus
4. Daniel Cassa Augustinus, S.S., M.M. Par as the Head of the UPH Medan Campus.
5. Elisabeth Marlina Sari Lintong, S.Sos, M.Par., as Final Paper Advisor who has guided and given valuable instructions and guidance for the completion of this final paper.
6. All UPH Medan Campus lecturers who have transferred knowledge from the first till the last semester during the entire study period at UPH Medan Campus

7. All UPH Medan Campus administrative staff who have assisted in the writing of this final paper
8. The Owner or management of Cobek Ayam Penyet Sun Plaza Medan and their team for the opportunity to do the research and provision of valuable data information
9. My beloved family especially my mom, who have given me her best support in finishing this final paper project.
10. My beloved friends who always give me support, advice, and do sharing in writing and finishing this final paper
11. Everyone who has provided suggestions, critics, encouragement, and motivation in order to finish this final paper

Finally, the writer acknowledges that there may still be inaccuracies and errors in this final paper. Therefore, constructive comments as well as inputs from the readers aimed at the improvement of this final paper content are welcomed and highly appreciated.

Medan, May 01, 2025
The Writer,



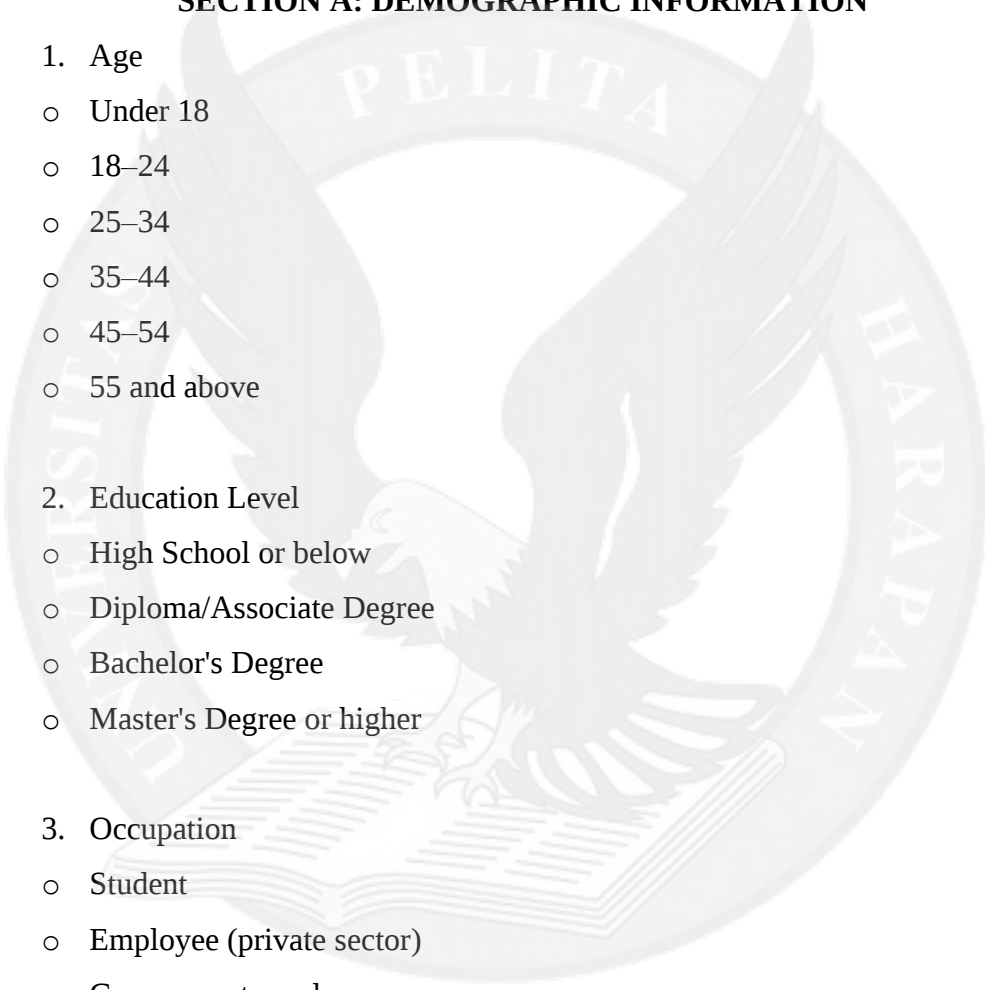
Angelia Gleny Winarta
03013210034

APPENDIX A: QUESTIONNAIRE

Investigating the Influence of Restaurant Authenticity, Staff Knowledge, and Menu

Design on Customer Loyalty at Cobek Ayam Penyet Restaurant

SECTION A: DEMOGRAPHIC INFORMATION

- 
1. Age
 - ☐ Under 18
 - ☐ 18–24
 - ☐ 25–34
 - ☐ 35–44
 - ☐ 45–54
 - ☐ 55 and above
 2. Education Level
 - ☐ High School or below
 - ☐ Diploma/Associate Degree
 - ☐ Bachelor's Degree
 - ☐ Master's Degree or higher
 3. Occupation
 - ☐ Student
 - ☐ Employee (private sector)
 - ☐ Government employee
 - ☐ Business owner
 - ☐ Freelancer
 - ☐ Other: _____
 4. Monthly Income (if applicable)
 - ☐ Less than 1,000,000

- IDR 1,000,000 - 2,000,000
- IDR 2,000,000 – 5,000,000
- More than IDR 5,000,000
- Prefer not to say

5. How often do you visit Cobek Ayam Penyet?

- First time visitor
- Sometimes (uncertain times)
- Occasionally (1–2 times a month)
- Regularly (more than 3 times a month)

6. How did you first hear about Cobek Ayam Penyet?

- Friends/Family recommendation
- Social Media (Instagram, TikTok, etc.)
- Online reviews (Google, TripAdvisor, etc.)
- Advertisement (Online/Offline)
- Grab/Gojek Application
- Walk-in/Pass by
- Other: _____

7. What is your main reason for visiting Cobek Ayam Penyet?

- Enjoying authentic Indonesian food
- Restaurant ambiance and Restaurant experience
- Affordable pricing and good value
- Recommendation from others
- Other: _____

SECTION B:
RESTAURANT AUTHENTICITY (X2)

No	Question	SD	D	N	A	SA
		1	2	3	4	5
1	The meal at Cobek Ayam Penyet taste like authentic Indonesian food.					
2	Indonesian traditional ingredients are used in the recipes on the food/meals.					
3	8. Indonesian cuisine's original flavors at Cobek Ayam Penyet restaurant are preserved by their cooking techniques.					
4	The interior design of the Cobek Ayam Penyet restaurant reflects Indonesian culture.					
5	The dining experience is enhanced by the traditional décor of the Cobek Ayam Penyet restaurant.					
6	An authentic cultural environment is created by the furniture and décor at Cobek Ayam Penyet restaurant.					
7	Information about the origins of the dishes is provided by The Cobek Ayam Penyet restaurant.					
8	The music and decorations at Cobek Ayam Penyet restaurant reflect the Indonesian culture.					
9	The presentation of food at Cobek Ayam Penyet restaurant enhances cultural experience.					
10	Cobek Ayam Penyet restaurant's original flavors remain consistent on every visit.					
11	Cobek Ayam Penyet restaurant's cultural atmosphere is consisten on every visit.					
12	The food and service quality at Cobek Ayam Penyet restaurant are always consistent on each visit.					

SECTION C:
STAFF KNOWLEDGE (X2)

No	Question	SD	D	N	A	SA
		1	2	3	4	5
1	The staff of Cobek Ayam Penyet restaurant understands about the ingredients utilized in the dishes.					
2	The staff of Cobek Ayam Penyet restaurant is able to explain how the dishes are being prepared.					
3	The staff of Cobek Ayam Penyet restaurant is aware of the foods' cultural importance and is able to explain it.					
4	Information about Indonesian dining customs is shared by the staff of Cobek Ayam Penyet restaurant.					
5	The staff of Cobek Ayam Penyet restaurant is kind and competent.					
6	The staff of Cobek Ayam Penyet restaurant ensures a seamless and delightful dining experience.					
7	The staff of Cobek Ayam Penyet restaurant is well-trained in customer service.					
8	The questions asked by the customers are answered confidently by the staff of Cobek Ayam Penyet restaurant.					

SECTION D:
MENU DESIGN (X3)

No	Question	SD	D	N	A	SA
		1	2	3	4	5
1	The menu at Cobek Ayam Penyet restaurant is easy to understand and has a pleasing appearance.					
2	Cobek Ayam Penyet restaurant menu's food photos looks appealing and delicious.					
3	Cobek Ayam Penyet restaurant menu explanations are clear and easy to understand.					
4	The prices and portion sizes of the food at Cobek Ayam Penyet restaurant are stated clearly.					
5	Indonesian cultural identity is reflected in the menu of Cobek Ayam Penyet restaurant.					
6	Traditional Indonesian features are included into the menu design of Cobek Ayam Penyet restaurant.					
7	Cobek Ayam Penyet restaurant menu layout is arranged neatly and simple to use.					
8	Cobek Ayam Penyet restaurant menu layout makes it easier to find specific items.					

SECTION E: CUSTOMER LOYALTY (Y)
CUSTOMER SATISFACTION

No	Question	SD	D	N	A	SA
		1	2	3	4	5
1	I am satisfied with my entire Cobek Ayam Penyet Restaurant's dining experience.					
2	The cuisine, atmosphere, and service at Cobek Ayam Penyet restaurant all live up to my expectations.					
3	In the future, I hope to return to Cobek Ayam Penyet restaurant.					
4	I often choose Cobek Ayam Penyet restaurant over other restaurants when dining out.					
5	I always share my experience dining at Cobek Ayam Penyet restaurant to my family and friends					
6	I'm happy to post positive comments about Cobek Ayam Penyet restaurant on social media.					
7	I have a personal connection with Cobek Ayam Penyet restaurant cultural atmosphere.					
8	I feel nostalgic or proud of my culture when I eat at Cobek Ayam Penyet restaurant.					
9	I trust that Cobek Ayam Penyet will continue to be genuine and of high quality.					
10	The brand Cobek Ayam Penyet is dependable and trustworthy.					

APPENDIX B: DATA OF RESPONDENT ANSWER (PRE-TEST DATA)

1. Restaurant Authenticity

No	RESTAURANT AUTHENTICITY (X1)												Total X1
Responden	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	
1	3	3	3	3	3	3	3	3	3	3	3	3	36
2	4	4	4	4	4	4	4	4	4	4	4	4	48
3	3	4	4	4	4	4	3	3	4	5	4	3	45
4	4	3	1	3	4	5	3	4	4	4	3	4	42
5	4	4	4	4	3	3	3	3	3	3	3	3	40
6	4	4	4	4	3	4	3	4	3	3	3	4	43
7	4	4	4	4	4	4	3	4	4	4	4	4	47
8	4	4	4	3	4	3	3	3	4	4	4	4	44
9	4	4	4	4	5	4	4	4	4	4	4	4	49
10	3	3	3	3	3	3	4	3	3	3	3	3	37
11	4	5	4	1	4	4	4	3	4	3	3	3	42
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79	4	4	4	4	4	4	4	4	4	4	4	4	48
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104	5	5	5	5	5	5	5	5	5	5	5	5	60
105	4	4	4	5	5	5	3	3	5	4	4	2	48

2. Staff Knowledge

No	STAFF KNOWLEDGE (X2)								Total X2
Responden	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	
1	3	3	3	3	3	3	3	3	24
2	4	4	4	4	4	4	4	4	32
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17	3	4	3	2	3	3	3	3	24
18	3	4	3	2	4	4	4	3	27
19	3	4	3	2	4	4	4	3	27
20	5	5	5	5	5	5	5	5	40
21	3	3	3	3	3	3	3	3	24
22	5	5	5	5	5	5	5	5	40
23	4	5	5	4	5	5	5	5	38
24	4	3	3	3	4	3	3	3	26
25	3	4	4	4	4	4	4	4	31
26	4	4	4	4	4	4	4	4	32
27	3	3	3	3	3	3	3	3	24
28	4	3	3	3	5	5	5	5	33
29	3	2	3	2	3	3	4	3	23
30	3	4	4	4	3	3	3	3	27
31	5	3	4	3	4	4	5	4	32
32	2	2	1	1	2	2	2	2	14
33	5	5	5	5	5	5	5	5	40
34	4	4	4	4	4	4	4	4	32
35	5	5	5	5	5	5	5	5	40
36	4	4	3	3	3	3	4	3	27

78	3	3	3	3	3	3	3	4	25
79	4	4	4	4	4	4	3	4	31
80	5	5	3	3	5	5	5	5	36
81	4	3	3	3	4	3	4	4	28
82	5	5	3	3	4	4	4	4	32
83	3	3	3	3	4	4	4	4	28
84	3	3	3	3	4	4	4	4	28
85	4	4	4	3	4	4	4	4	31
86	4	4	4	4	3	3	3	3	28
87	5	5	5	5	5	5	5	5	40
88	4	3	5	4	4	5	4	5	34
89	3	3	3	3	4	3	4	3	26
90	4	5	4	4	4	5	4	4	34
91	4	3	4	3	4	3	4	3	28
92	5	3	4	4	4	5	4	3	32
93	3	3	3	3	3	3	3	3	24
94	5	5	5	5	5	5	5	5	40
95	4	4	4	4	4	4	4	4	32
96	3	3	3	3	3	3	3	4	25
97	3	3	3	3	4	3	3	3	25
98	4	3	4	4	3	3	3	3	27
99	4	4	4	4	4	4	4	4	32
100	3	4	3	3	4	3	4	4	28
101	4	4	4	3	4	3	4	4	30
102	2	2	2	3	3	3	2	2	19
103	3	3	3	3	4	4	4	3	27
104	5	5	5	3	5	5	5	5	38
105	3	2	3	3	3	3	3	4	24

3. Menu Design

No	MENU DESIGN (X3)								Total X3
Responden	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	
1	3	3	3	3	3	3	3	3	24
2	4	4	4	4	4	4	4	4	32
3	3	3	3	4	3	3	4	4	27
4	4	3	4	4	4	4	3	4	30
5	3	4	4	3	3	3	4	4	28
6	3	4	3	3	3	4	4	3	27
7	4	4	4	4	4	4	4	4	32
8	4	4	4	4	3	3	5	5	32
9	4	4	4	4	4	4	4	4	32
10	4	4	3	3	3	3	3	3	26
11	4	4	4	4	4	4	4	4	32
12	4	4	4	4	4	4	4	4	32
13	4	4	4	3	4	4	4	4	31
14	4	4	4	4	4	4	4	4	32
15	4	4	4	4	4	4	4	4	32
16	4	4	4	4	4	4	4	4	32
17	3	5	3	3	3	3	4	4	28
18	4	5	4	4	4	3	3	3	30
19	4	5	3	4	4	3	3	3	29
20	5	5	5	5	5	5	5	5	40
21	4	4	4	4	3	3	4	4	30
22	5	5	5	5	5	5	5	5	40
23	5	4	4	5	5	4	5	4	36
24	4	4	4	4	3	3	3	3	28
25	4	4	4	4	4	4	4	4	32
26	4	4	4	4	4	3	3	4	30
27	3	3	3	3	3	3	3	3	24
28	5	4	4	5	4	3	5	5	35
29	4	4	4	4	4	4	4	3	31
30	3	3	3	4	4	3	3	4	27
31	5	5	4	4	5	5	5	5	38
32	3	3	3	4	2	3	2	4	24
33	5	5	5	5	5	5	5	5	40
34	4	4	4	4	4	4	4	4	32
35	5	5	5	5	5	5	5	5	40
36	4	4	3	4	4	4	3	4	30

78	4	4	4	4	3	3	3	4	29
79	3	4	4	4	4	4	3	3	29
80	3	3	3	3	3	3	3	3	24
81	4	5	5	4	4	3	4	4	33
82	5	4	4	5	5	5	5	5	38
83	5	5	5	4	3	4	4	4	34
84	3	4	4	4	4	4	4	3	30
85	4	4	4	4	4	4	4	4	32
86	3	4	3	4	4	2	4	4	28
87	5	5	5	5	5	5	5	5	40
88	4	5	3	4	4	5	4	5	34
89	4	4	4	4	4	4	4	1	29
90	5	5	5	5	5	5	5	4	39
91	4	3	4	3	5	3	4	4	30
92	5	5	3	4	4	4	4	4	33
93	4	4	4	4	4	4	4	4	32
94	5	5	5	5	5	5	5	5	40
95	4	4	4	4	4	4	4	4	32
96	4	4	4	4	3	3	4	4	30
97	4	3	3	3	3	3	3	3	25
98	3	3	3	3	4	4	3	3	26
99	4	4	4	4	4	4	4	4	32
100	4	4	4	4	4	4	4	4	32
101	4	4	4	4	3	4	4	4	31
102	2	2	2	3	3	4	3	4	23
103	4	5	3	4	5	3	3	3	30
104	5	5	5	5	5	5	5	5	40
105	4	4	4	4	3	3	4	4	30

39	5	5	5	5	5	5	5	5	5	5	50
40	4	4	4	4	4	4	4	4	4	4	40
41	4	4	4	3	4	4	3	4	4	4	38
42	4	4	3	2	3	3	2	2	3	3	29
43	4	4	3	3	3	3	3	4	4	4	35
44	4	4	3	4	4	4	4	3	4	4	38
45	5	5	5	3	4	5	5	5	5	5	47
46	4	4	4	4	4	4	4	4	4	4	40
47	4	4	5	3	4	3	3	3	4	4	37
48	5	5	5	3	3	3	3	3	5	5	40
49	5	5	5	5	5	5	5	5	5	5	50
50	4	3	4	3	3	3	3	4	4	4	35
51	4	4	4	3	3	3	3	3	4	4	35
52	1	1	1	1	1	1	1	1	1	1	10
53	4	4	3	4	3	3	3	3	4	4	35
54	5	5	5	3	3	3	3	3	4	4	38
55	4	4	4	4	4	4	4	4	4	4	40
56	3	1	2	3	1	4	3	3	2	2	24
57	4	4	4	4	4	4	4	4	4	4	40
58	4	4	4	4	4	4	4	4	4	4	40
59	3	3	2	2	2	3	1	1	3	3	23
60	3	3	3	2	2	3	3	3	4	3	29
61	4	4	4	4	4	4	4	4	4	4	40
62	4	4	4	4	3	3	3	3	3	3	34
63	3	3	3	3	3	3	3	3	3	3	30
64	5	5	5	5	5	5	5	5	5	5	50
65	5	5	4	4	2	4	1	4	5	4	38
66	4	4	4	4	4	4	4	4	4	4	40
67	4	4	4	3	3	4	4	3	3	3	35
68	3	3	3	2	3	3	3	4	3	2	29
69	4	4	4	4	4	4	4	4	4	4	40
70	4	3	4	4	4	3	4	4	3	3	36
71	3	3	3	3	3	3	3	3	3	3	30
72	4	4	4	4	4	4	4	4	4	4	40
73	4	4	5	4	4	4	4	4	4	4	41
74	3	3	3	3	4	4	2	2	4	4	32
75	1	1	1	2	3	2	2	4	4	5	25
76	1	1	1	1	1	1	1	1	1	1	10
77	4	4	4	4	5	5	4	4	4	4	42
78	3	3	3	3	3	3	3	3	4	3	31
79	3	3	3	3	3	3	3	4	3	4	32

80	3	3	3	3	4	3	4	3	5	4	35
81	4	4	4	2	2	4	2	3	4	4	33
82	5	5	5	3	5	3	3	5	5	5	44
83	4	4	4	3	3	3	3	4	4	3	35
84	4	4	5	2	2	2	2	2	4	4	31
85	4	4	4	3	3	3	3	3	3	4	34
86	3	3	3	3	3	3	3	3	3	3	30
87	5	5	5	5	5	5	5	5	5	5	50
88	4	5	4	3	2	4	4	4	5	4	39
89	4	4	4	4	5	4	5	5	4	4	43
90	5	5	4	4	4	5	4	4	4	4	43
91	3	4	3	4	4	3	5	4	3	5	38
92	4	4	3	3	4	4	4	3	4	4	37
93	4	4	4	4	4	3	3	3	4	4	37
94	1	5	5	5	5	5	5	5	5	5	46
95	4	4	4	4	4	2	2	3	4	4	35
96	3	3	3	2	2	3	2	2	3	3	26
97	3	3	3	2	3	3	3	3	3	3	29
98	3	3	4	2	4	3	3	3	3	3	31
99	4	4	4	4	4	4	4	4	4	4	40
100	4	4	4	3	3	4	3	3	4	4	36
101	4	3	3	2	3	3	2	2	3	3	28
102	3	3	4	4	4	3	4	4	3	3	35
103	4	3	4	3	4	3	3	4	4	4	36
104	5	5	4	4	3	4	4	4	4	4	41

APPENDIX D: RELIABILITY & VALIDITY TEST RESULT

PRE-TEST DATA RESULT

Frequency Table

1. Restaurant Authenticity

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6
X1.1	Pearson Correlation	1	.924**	.489**	.480**	.499**	.673**
	Sig. (2-tailed)		<.001	.006	.007	.005	<.001
	N	30	30	30	30	30	30
X1.2	Pearson Correlation	.924**	1	.492**	.477**	.473**	.783**
	Sig. (2-tailed)	<.001		.006	.008	.008	<.001
	N	30	30	30	30	30	30
X1.3	Pearson Correlation	.489**	.492**	1	.180	.179	.315
	Sig. (2-tailed)	.006	.006		.340	.343	.090
	N	30	30	30	30	30	30
X1.4	Pearson Correlation	.480**	.477**	.180	1	.915**	.683**
	Sig. (2-tailed)	.007	.008	.340		<.001	<.001
	N	30	30	30	30	30	30
X1.5	Pearson Correlation	.499**	.473**	.179	.915**	1	.713**
	Sig. (2-tailed)	.005	.008	.343	<.001		<.001
	N	30	30	30	30	30	30
X1.6	Pearson Correlation	.673**	.783**	.315	.683**	.713**	1
	Sig. (2-tailed)	<.001	<.001	.090	<.001	<.001	
	N	30	30	30	30	30	30
X1.7	Pearson Correlation	.661**	.715**	.474**	.675**	.614**	.681**
	Sig. (2-tailed)	<.001	<.001	.008	<.001	<.001	<.001
	N	30	30	30	30	30	30
X1.8	Pearson Correlation	.322	.372*	.246	.772**	.695**	.550**
	Sig. (2-tailed)	.083	.043	.190	<.001	<.001	.002
	N	30	30	30	30	30	30
X1.9	Pearson Correlation	.581**	.665**	.327	.803**	.708**	.738**
	Sig. (2-tailed)	<.001	<.001	.078	<.001	<.001	<.001
	N	30	30	30	30	30	30
X1.10	Pearson Correlation	.661**	.741**	.617**	.575**	.480**	.617**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	.007	<.001
	N	30	30	30	30	30	30
X1.11	Pearson Correlation	.763**	.874**	.548**	.542**	.526**	.789**
	Sig. (2-tailed)	<.001	<.001	.002	.002	.003	<.001
	N	30	30	30	30	30	30
X1.12	Pearson Correlation	.614**	.644**	.831**	.204	.184	.417*
	Sig. (2-tailed)	<.001	<.001	<.001	.281	.331	.022
	N	30	30	30	30	30	30

		Correlations					
		X1.7	X1.8	X1.9	X1.10	X1.11	X1.12
X1.1	Pearson Correlation	.661**	.322	.581**	.661**	.763**	.614**
	Sig. (2-tailed)	<.001	.083	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30
X1.2	Pearson Correlation	.715**	.372*	.665**	.741**	.874**	.644**
	Sig. (2-tailed)	<.001	.043	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30
X1.3	Pearson Correlation	.474**	.246	.327	.617**	.548**	.831**
	Sig. (2-tailed)	.008	.190	.078	<.001	.002	<.001
	N	30	30	30	30	30	30
X1.4	Pearson Correlation	.675**	.772**	.803**	.575**	.542**	.204
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	.002	.281
	N	30	30	30	30	30	30
X1.5	Pearson Correlation	.614**	.695**	.708**	.480**	.526**	.184
	Sig. (2-tailed)	<.001	<.001	<.001	.007	.003	.331
	N	30	30	30	30	30	30
X1.6	Pearson Correlation	.681**	.550**	.738**	.617**	.789**	.417*
	Sig. (2-tailed)	<.001	.002	<.001	<.001	<.001	.022
	N	30	30	30	30	30	30
X1.7	Pearson Correlation	1	.717**	.821**	.870**	.870**	.554**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	.001
	N	30	30	30	30	30	30
X1.8	Pearson Correlation	.717**	1	.904**	.607**	.569**	.343
	Sig. (2-tailed)	<.001		<.001	<.001	.001	.063
	N	30	30	30	30	30	30
X1.9	Pearson Correlation	.821**	.904**	1	.742**	.780**	.501**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	.005
	N	30	30	30	30	30	30
X1.10	Pearson Correlation	.870**	.607**	.742**	1	.857**	.770**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	30	30	30	30	30	30
X1.11	Pearson Correlation	.870**	.569**	.780**	.857**	1	.707**
	Sig. (2-tailed)	<.001	.001	<.001	<.001		<.001
	N	30	30	30	30	30	30
X1.12	Pearson Correlation	.554**	.343	.501**	.770**	.707**	1
	Sig. (2-tailed)	.001	.063	.005	<.001	<.001	
	N	30	30	30	30	30	30

Correlations

		Total_X1
X1.1	Pearson Correlation	.817**
	Sig. (2-tailed)	<.001
	N	30
X1.2	Pearson Correlation	.865**
	Sig. (2-tailed)	<.001
	N	30
X1.3	Pearson Correlation	.595**
	Sig. (2-tailed)	<.001
	N	30
X1.4	Pearson Correlation	.750**
	Sig. (2-tailed)	<.001
	N	30
X1.5	Pearson Correlation	.718**
	Sig. (2-tailed)	<.001
	N	30
X1.6	Pearson Correlation	.829**
	Sig. (2-tailed)	<.001
	N	30
X1.7	Pearson Correlation	.897**
	Sig. (2-tailed)	<.001
	N	30
X1.8	Pearson Correlation	.720**
	Sig. (2-tailed)	<.001
	N	30
X1.9	Pearson Correlation	.884**
	Sig. (2-tailed)	<.001
	N	30
X1.10	Pearson Correlation	.889**
	Sig. (2-tailed)	<.001
	N	30
X1.11	Pearson Correlation	.923**
	Sig. (2-tailed)	<.001
	N	30
X1.12	Pearson Correlation	.711**
	Sig. (2-tailed)	<.001
	N	30

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6
Total_X1	Pearson Correlation	.817**	.865**	.595**	.750**	.718**	.829**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30

Correlations

		X1.7	X1.8	X1.9	X1.10	X1.11	X1.12
Total_X1	Pearson Correlation	.897**	.720**	.884**	.889**	.923**	.711**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30

Correlations

		Total_X1
Total_X1	Pearson Correlation	1
	Sig. (2-tailed)	
	N	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

2. Staff Knowledge

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6
X2.1	Pearson Correlation	1	.647**	.549**	.381	.535**	.609**
	Sig. (2-tailed)		<.001	.002	.050	.002	<.001
	N	30	30	30	30	30	30
X2.2	Pearson Correlation	.647**	1	.810**	.804**	.822**	.779**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30
X2.3	Pearson Correlation	.549**	.810**	1	.781**	.671**	.756**
	Sig. (2-tailed)	.002	<.001		<.001	<.001	<.001
	N	30	30	30	30	30	30
X2.4	Pearson Correlation	.381	.804**	.781**	1	.766**	.794**
	Sig. (2-tailed)	.050	<.001	<.001		<.001	<.001
	N	30	30	30	30	30	30
X2.5	Pearson Correlation	.535**	.822**	.671**	.766**	1	.754**
	Sig. (2-tailed)	.002	<.001	<.001	<.001		<.001
	N	30	30	30	30	30	30
X2.6	Pearson Correlation	.609**	.779**	.756**	.794**	.754**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	30	30	30	30	30	30

Correlations

		X2.7	X2.8	Total_X2
X2.1	Pearson Correlation	.383*	.372*	.636**
	Sig. (2-tailed)	.037	.043	<.001
	N	30	30	30
X2.2	Pearson Correlation	.830**	.814**	.935**
	Sig. (2-tailed)	<.001	<.001	<.001
	N	30	30	30
X2.3	Pearson Correlation	.769**	.763**	.879**
	Sig. (2-tailed)	<.001	<.001	<.001
	N	30	30	30
X2.4	Pearson Correlation	.869**	.827**	.892**
	Sig. (2-tailed)	<.001	<.001	<.001
	N	30	30	30
X2.5	Pearson Correlation	.862**	.846**	.894**
	Sig. (2-tailed)	<.001	<.001	<.001
	N	30	30	30
X2.6	Pearson Correlation	.721**	.754**	.882**
	Sig. (2-tailed)	<.001	<.001	<.001
	N	30	30	30

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6
X2.7	Pearson Correlation	.383*	.830**	.769**	.869**	.862**	.721**
	Sig. (2-tailed)	.037	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30
X2.8	Pearson Correlation	.372*	.814**	.763**	.827**	.846**	.754**
	Sig. (2-tailed)	.043	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30
Total_X2	Pearson Correlation	.636**	.935**	.879**	.892**	.894**	.882**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30

Correlations

		X2.7	X2.8	Total_X2
X2.7	Pearson Correlation	1	.949**	.922**
	Sig. (2-tailed)		<.001	<.001
	N	30	30	30
X2.8	Pearson Correlation	.949**	1	.913**
	Sig. (2-tailed)	<.001		<.001
	N	30	30	30
Total_X2	Pearson Correlation	.922**	.913**	1
	Sig. (2-tailed)	<.001	<.001	
	N	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

3. Menu Design

		Correlations		
		X3.7	X3.8	Total_X3
X3.1	Pearson Correlation	.781**	.578**	.867**
	Sig. (2-tailed)	<.001	<.001	<.001
	N	30	30	30
X3.2	Pearson Correlation	.757**	.603**	.891**
	Sig. (2-tailed)	<.001	<.001	<.001
	N	30	30	30
X3.3	Pearson Correlation	.836**	.689**	.938**
	Sig. (2-tailed)	<.001	<.001	<.001
	N	30	30	30
X3.4	Pearson Correlation	.718**	.579**	.829**
	Sig. (2-tailed)	<.001	<.001	<.001
	N	30	30	30
X3.5	Pearson Correlation	.625**	.589**	.829**
	Sig. (2-tailed)	<.001	<.001	<.001
	N	30	30	30
X3.6	Pearson Correlation	.644**	.662**	.803**
	Sig. (2-tailed)	<.001	<.001	<.001
	N	30	30	30
X3.7	Pearson Correlation	1	.796**	.899**
	Sig. (2-tailed)		<.001	<.001
	N	30	30	30

		Correlations					
		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6
X3.8	Pearson Correlation	.578**	.603**	.689**	.579**	.589**	.662**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30
Total_X3	Pearson Correlation	.867**	.891**	.938**	.829**	.829**	.803**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30

		Correlations		
		X3.7	X3.8	Total_X3
X3.8	Pearson Correlation	.796**	1	.792**
	Sig. (2-tailed)	<.001		<.001
	N	30	30	30
Total_X3	Pearson Correlation	.899**	.792**	1
	Sig. (2-tailed)	<.001	<.001	
	N	30	30	30

4. Customer Loyalty

		Correlations					
		Y1	Y2	Y3	Y4	Y5	Y6
Y1	Pearson Correlation	1	.595**	.618**	.591**	.322	.412*
	Sig. (2-tailed)		<.001	<.001	<.001	.083	.024
	N	30	30	30	30	30	30
Y2	Pearson Correlation	.595**	1	.686**	.675**	.793**	.781**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30
Y3	Pearson Correlation	.618**	.686**	1	.737**	.566**	.642**
	Sig. (2-tailed)	<.001	<.001		<.001	.001	<.001
	N	30	30	30	30	30	30
Y4	Pearson Correlation	.591**	.675**	.737**	1	.719**	.707**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	30	30	30	30	30	30
Y5	Pearson Correlation	.322	.793**	.566**	.719**	1	.794**
	Sig. (2-tailed)	.083	<.001	.001	<.001		<.001
	N	30	30	30	30	30	30
Y6	Pearson Correlation	.412*	.781**	.642**	.707**	.794**	1
	Sig. (2-tailed)	.024	<.001	<.001	<.001	<.001	
	N	30	30	30	30	30	30
Y7	Pearson Correlation	.590**	.525**	.721**	.610**	.340	.555**
	Sig. (2-tailed)	<.001	.003	<.001	<.001	.066	.001
	N	30	30	30	30	30	30
Y8	Pearson Correlation	.572**	.595**	.768**	.726**	.577**	.582**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30
Y9	Pearson Correlation	.552**	.706**	.642**	.406*	.623**	.465**
	Sig. (2-tailed)	.002	<.001	<.001	.026	<.001	.010
	N	30	30	30	30	30	30
Y10	Pearson Correlation	.599**	.635**	.700**	.737**	.560**	.669**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	.001	<.001
	N	30	30	30	30	30	30
Total_Y	Pearson Correlation	.725**	.862**	.872**	.853**	.776**	.811**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30

		Correlations				
		Y7	Y8	Y9	Y10	Total_Y
Y1	Pearson Correlation	.590**	.572**	.552**	.599**	.725**
	Sig. (2-tailed)	<.001	<.001	.002	<.001	<.001
	N	30	30	30	30	30
Y2	Pearson Correlation	.525**	.595**	.708**	.635**	.862**
	Sig. (2-tailed)	.003	<.001	<.001	<.001	<.001
	N	30	30	30	30	30
Y3	Pearson Correlation	.721**	.768**	.642**	.700**	.872**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30
Y4	Pearson Correlation	.610**	.726**	.406*	.737**	.853**
	Sig. (2-tailed)	<.001	<.001	.026	<.001	<.001
	N	30	30	30	30	30
Y5	Pearson Correlation	.340	.577**	.623**	.560**	.776**
	Sig. (2-tailed)	.068	<.001	<.001	.001	<.001
	N	30	30	30	30	30
Y6	Pearson Correlation	.555**	.582**	.465**	.669**	.811**
	Sig. (2-tailed)	.001	<.001	.010	<.001	<.001
	N	30	30	30	30	30
Y7	Pearson Correlation	1	.655**	.398*	.672**	.743**
	Sig. (2-tailed)		<.001	.029	<.001	<.001
	N	30	30	30	30	30
Y8	Pearson Correlation	.655**	1	.724**	.802**	.862**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	30	30	30	30	30
Y9	Pearson Correlation	.398*	.724**	1	.574**	.752**
	Sig. (2-tailed)	.029	<.001		<.001	<.001
	N	30	30	30	30	30
Y10	Pearson Correlation	.672**	.802**	.574**	1	.856**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	30	30	30	30	30
Total_Y	Pearson Correlation	.743**	.862**	.752**	.856**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Reliability

Scale: Restaurant Authenticity (X1)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.777	13

Scale: Staff Knowledge (X2)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.798	9

Scale: Menu Design (X3)**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.796	9

Scale: Customer Loyalty (Y)**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.783	11

MAIN DATA RESULT

Frequency Table

1. Restaurant Authenticity

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	3.8	3.8	3.8
	2.00	1	1.0	1.0	4.8
	3.00	24	22.9	22.9	27.6
	4.00	54	51.4	51.4	79.0
	5.00	22	21.0	21.0	100.0
	Total	105	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.9	1.9	1.9
	2.00	2	1.9	1.9	3.8
	3.00	16	15.2	15.2	19.0
	4.00	60	57.1	57.1	76.2
	5.00	25	23.8	23.8	100.0
	Total	105	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	3.8	3.8	3.8
	3.00	23	21.9	21.9	25.7
	4.00	63	60.0	60.0	85.7
	5.00	15	14.3	14.3	100.0
	Total	105	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.9	2.9	2.9
	2.00	4	3.8	3.8	6.7
	3.00	36	34.3	34.3	41.0
	4.00	48	45.7	45.7	86.7
	5.00	14	13.3	13.3	100.0
	Total	105	100.0	100.0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	4	3.8	3.8	4.8
	3.00	33	31.4	31.4	36.2
	4.00	51	48.6	48.6	84.8
	5.00	16	15.2	15.2	100.0
	Total	105	100.0	100.0	

X1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.9	2.9	2.9
	2.00	4	3.8	3.8	6.7
	3.00	31	29.5	29.5	36.2
	4.00	52	49.5	49.5	85.7
	5.00	15	14.3	14.3	100.0
	Total	105	100.0	100.0	

X1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	3.8	3.8	3.8
	2.00	3	2.9	2.9	6.7
	3.00	49	46.7	46.7	53.3
	4.00	38	36.2	36.2	89.5
	5.00	11	10.5	10.5	100.0
	Total	105	100.0	100.0	

X1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.9	2.9	2.9
	2.00	4	3.8	3.8	6.7
	3.00	40	38.1	38.1	44.8
	4.00	44	41.9	41.9	86.7
	5.00	14	13.3	13.3	100.0
	Total	105	100.0	100.0	

X1.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.9	2.9	2.9
	2.00	3	2.9	2.9	5.7
	3.00	31	29.5	29.5	35.2
	4.00	51	48.6	48.6	83.8
	5.00	17	16.2	16.2	100.0
	Total	105	100.0	100.0	

X1.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.9	2.9	2.9
	2.00	3	2.9	2.9	5.7
	3.00	28	26.7	26.7	32.4
	4.00	49	46.7	46.7	79.0
	5.00	22	21.0	21.0	100.0
	Total	105	100.0	100.0	

X1.11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.9	2.9	2.9
	2.00	2	1.9	1.9	4.8
	3.00	33	31.4	31.4	36.2
	4.00	48	45.7	45.7	81.9
	5.00	19	18.1	18.1	100.0
	Total	105	100.0	100.0	

X1.12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.9	2.9	2.9
	2.00	6	5.7	5.7	8.6
	3.00	28	26.7	26.7	35.2
	4.00	48	45.7	45.7	81.0
	5.00	20	19.0	19.0	100.0
	Total	105	100.0	100.0	

Statistics

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6
N	Valid	105	105	105	105	105	105
	Missing	0	0	0	0	0	0
Mean		3.8476	3.9905	3.8095	3.6286	3.7333	3.6857
Median		4.0000	4.0000	4.0000	4.0000	4.0000	4.0000
Mode		4.00	4.00	4.00	4.00	4.00	4.00
Std. Deviation		.89637	.80258	.82153	.86888	.79984	.86951
Variance		.803	.644	.675	.755	.640	.756
Range		4.00	4.00	4.00	4.00	4.00	4.00
Sum		404.00	419.00	400.00	381.00	392.00	387.00

X1.7	X1.8	X1.9	X1.10	X1.11	X1.12
105	105	105	105	105	105
0	0	0	0	0	0
3.4667	3.5905	3.7238	3.8000	3.7429	3.7238
3.0000	4.0000	4.0000	4.0000	4.0000	4.0000
3.00	4.00	4.00	4.00	4.00	4.00
.86677	.87371	.87151	.90299	.87737	.93537
.751	.763	.760	.815	.770	.875
4.00	4.00	4.00	4.00	4.00	4.00
364.00	377.00	391.00	399.00	393.00	391.00

2. Staff Knowledge

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	3.8	3.8	3.8
	2.00	3	2.9	2.9	6.7
	3.00	37	35.2	35.2	41.9
	4.00	44	41.9	41.9	83.8
	5.00	17	16.2	16.2	100.0
	Total	105	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	3.8	3.8	3.8
	2.00	6	5.7	5.7	9.5
	3.00	34	32.4	32.4	41.9
	4.00	42	40.0	40.0	81.9
	5.00	19	18.1	18.1	100.0
	Total	105	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	3.8	3.8	3.8
	2.00	2	1.9	1.9	5.7
	3.00	41	39.0	39.0	44.8
	4.00	42	40.0	40.0	84.8
	5.00	16	15.2	15.2	100.0
	Total	105	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	4.8	4.8	4.8
	2.00	6	5.7	5.7	10.5
	3.00	44	41.9	41.9	52.4
	4.00	37	35.2	35.2	87.6
	5.00	13	12.4	12.4	100.0
	Total	105	100.0	100.0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.9	2.9	2.9
	2.00	2	1.9	1.9	4.8
	3.00	27	25.7	25.7	30.5
	4.00	54	51.4	51.4	81.9
	5.00	19	18.1	18.1	100.0
	Total	105	100.0	100.0	

X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	3.8	3.8	3.8
	2.00	1	1.0	1.0	4.8
	3.00	31	29.5	29.5	34.3
	4.00	50	47.6	47.6	81.9
	5.00	19	18.1	18.1	100.0
	Total	105	100.0	100.0	

X2.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	3.8	3.8	3.8
	2.00	2	1.9	1.9	5.7
	3.00	25	23.8	23.8	29.5
	4.00	54	51.4	51.4	81.0
	5.00	20	19.0	19.0	100.0
	Total	105	100.0	100.0	

X2.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	3.8	3.8	3.8
	2.00	2	1.9	1.9	5.7
	3.00	29	27.6	27.6	33.3
	4.00	50	47.6	47.6	81.0
	5.00	20	19.0	19.0	100.0
	Total	105	100.0	100.0	

		Statistics							
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8
N	Valid	105	105	105	105	105	105	105	105
	Missing	0	0	0	0	0	0	0	0
Mean		3.6381	3.6286	3.6095	3.4476	3.8000	3.7524	3.8000	3.7619
Median		4.0000	4.0000	4.0000	3.0000	4.0000	4.0000	4.0000	4.0000
Mode		4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00
Std. Deviation		.92116	.97327	.90400	.95052	.85934	.89637	.90299	.91488
Variance		.849	.947	.817	.903	.738	.803	.815	.837
Range		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Sum		382.00	381.00	379.00	362.00	399.00	394.00	399.00	395.00

3. Menu Design

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	3.8	3.8	3.8
	2.00	1	1.0	1.0	4.8
	3.00	15	14.3	14.3	19.0
	4.00	61	58.1	58.1	77.1
	5.00	24	22.9	22.9	100.0
	Total	105	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.9	2.9	2.9
	2.00	2	1.9	1.9	4.8
	3.00	13	12.4	12.4	17.1
	4.00	60	57.1	57.1	74.3
	5.00	27	25.7	25.7	100.0
	Total	105	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.9	2.9	2.9
	2.00	3	2.9	2.9	5.7
	3.00	20	19.0	19.0	24.8
	4.00	62	59.0	59.0	83.8
	5.00	17	16.2	16.2	100.0
	Total	105	100.0	100.0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.9	2.9	2.9
	3.00	18	17.1	17.1	20.0
	4.00	67	63.8	63.8	83.8
	5.00	17	16.2	16.2	100.0
	Total	105	100.0	100.0	

X3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.9	1.9	1.9
	2.00	4	3.8	3.8	5.7
	3.00	26	24.8	24.8	30.5
	4.00	53	50.5	50.5	81.0
	5.00	20	19.0	19.0	100.0
	Total	105	100.0	100.0	

X3.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.9	1.9	1.9
	2.00	4	3.8	3.8	5.7
	3.00	29	27.6	27.6	33.3
	4.00	53	50.5	50.5	83.8
	5.00	17	16.2	16.2	100.0
	Total	105	100.0	100.0	

X3.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.9	1.9	1.9
	2.00	5	4.8	4.8	6.7
	3.00	20	19.0	19.0	25.7
	4.00	59	56.2	56.2	81.9
	5.00	19	18.1	18.1	100.0
	Total	105	100.0	100.0	

X3.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	4.8	4.8	4.8
	2.00	2	1.9	1.9	6.7
	3.00	20	19.0	19.0	25.7
	4.00	60	57.1	57.1	82.9
	5.00	18	17.1	17.1	100.0
	Total	105	100.0	100.0	

Statistics

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8
N	Valid	105	105	105	105	105	105	105	105
	Missing	0	0	0	0	0	0	0	0
Mean		3.9524	4.0095	3.8286	3.9048	3.8095	3.7524	3.8381	3.8000
Median		4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000
Mode		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Std. Deviation		.87024	.84915	.83732	.76616	.85592	.84103	.84494	.91357
Variance		.757	.721	.701	.587	.733	.707	.714	.835
Range		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Sum		415.00	421.00	402.00	410.00	400.00	394.00	403.00	399.00

4. Customer Loyalty

Y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	3.8	3.8	3.8
	2.00	1	1.0	1.0	4.8
	3.00	24	22.9	22.9	27.6
	4.00	57	54.3	54.3	81.9
	5.00	19	18.1	18.1	100.0
	Total	105	100.0	100.0	

Y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	3.8	3.8	3.8
	2.00	1	1.0	1.0	4.8
	3.00	28	26.7	26.7	31.4
	4.00	52	49.5	49.5	81.0
	5.00	20	19.0	19.0	100.0
	Total	105	100.0	100.0	

Y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.9	2.9	2.9
	2.00	2	1.9	1.9	4.8
	3.00	27	25.7	25.7	30.5
	4.00	53	50.5	50.5	81.0
	5.00	20	19.0	19.0	100.0
	Total	105	100.0	100.0	

Y4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.9	1.9	1.9
	2.00	17	16.2	16.2	18.1
	3.00	39	37.1	37.1	55.2
	4.00	35	33.3	33.3	88.6
	5.00	12	11.4	11.4	100.0
	Total	105	100.0	100.0	

Y5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.9	2.9	2.9
	2.00	11	10.5	10.5	13.3
	3.00	37	35.2	35.2	48.6
	4.00	38	36.2	36.2	84.8
	5.00	16	15.2	15.2	100.0
	Total	105	100.0	100.0	

Y6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.9	1.9	1.9
	2.00	7	6.7	6.7	8.6
	3.00	43	41.0	41.0	49.5
	4.00	38	36.2	36.2	85.7
	5.00	15	14.3	14.3	100.0
	Total	105	100.0	100.0	

Y7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	4.8	4.8	4.8
	2.00	10	9.5	9.5	14.3
	3.00	41	39.0	39.0	53.3
	4.00	34	32.4	32.4	85.7
	5.00	15	14.3	14.3	100.0
	Total	105	100.0	100.0	

Y8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	3.8	3.8	3.8
	2.00	6	5.7	5.7	9.5
	3.00	32	30.5	30.5	40.0
	4.00	48	45.7	45.7	85.7
	5.00	15	14.3	14.3	100.0
	Total	105	100.0	100.0	

Y9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.9	1.9	1.9
	2.00	2	1.9	1.9	3.8
	3.00	29	27.6	27.6	31.4
	4.00	54	51.4	51.4	82.9
	5.00	18	17.1	17.1	100.0
	Total	105	100.0	100.0	

Y10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.9	1.9	1.9
	2.00	3	2.9	2.9	4.8
	3.00	26	24.8	24.8	29.5
	4.00	55	52.4	52.4	81.9
	5.00	19	18.1	18.1	100.0
	Total	105	100.0	100.0	

Statistics

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10
N	Valid	105	105	105	105	105	105	105	105	105	105
	Missing	0	0	0	0	0	0	0	0	0	0
Mean		3.8190	3.7905	3.8095	3.3619	3.5048	3.5429	3.4190	3.6095	3.8000	3.8190
Median		4.0000	4.0000	4.0000	3.0000	4.0000	4.0000	3.0000	4.0000	4.0000	4.0000
Mode		4.00	4.00	4.00	3.00	4.00	3.00	3.00	4.00	4.00	4.00
Std. Deviation		.87465	.89545	.86708	.95196	.97195	.88826	1.00748	.93537	.81335	.82952
Variance		.765	.802	.752	.906	.945	.789	1.015	.875	.662	.688
Range		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Sum		401.00	398.00	400.00	353.00	368.00	372.00	359.00	379.00	399.00	401.00

Reliability

Scale: Restaurant Authenticity (X1)

Case Processing Summary

		N	%
Cases	Valid	105	100.0
	Excluded ^a	0	.0
	Total	105	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.959	12

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	40.8952	62.325	.820	.955
X1.2	40.7524	64.227	.767	.957
X1.3	40.9333	63.890	.774	.957
X1.4	41.1143	63.275	.774	.957
X1.5	41.0095	64.356	.759	.957
X1.6	41.0571	62.862	.806	.956
X1.7	41.2762	62.740	.819	.955
X1.8	41.1524	63.303	.767	.957
X1.9	41.0190	62.346	.845	.954
X1.10	40.9429	62.977	.763	.957
X1.11	41.0000	62.019	.864	.954
X1.12	41.0190	62.000	.805	.956

Scale: Staff Knowledge (X2)**Case Processing Summary**

		N	%
Cases	Valid	105	100.0
	Excluded ^a	0	.0
	Total	105	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.961	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	25.8000	32.412	.844	.956
X2.2	25.8095	32.348	.797	.959
X2.3	25.8286	32.509	.852	.955
X2.4	25.9905	32.760	.777	.960
X2.5	25.6381	32.714	.881	.954
X2.6	25.6857	32.102	.907	.952
X2.7	25.6381	32.310	.876	.954
X2.8	25.6762	32.240	.870	.954

Scale: Menu Design (X3)**Case Processing Summary**

		N	%
Cases	Valid	105	100.0
	Excluded ^a	0	.0
	Total	105	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.950	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	26.9429	25.670	.863	.940
X3.2	26.8857	26.218	.816	.943
X3.3	27.0667	26.005	.858	.940
X3.4	26.9905	26.990	.811	.943
X3.5	27.0857	26.387	.787	.945
X3.6	27.1429	26.451	.795	.944
X3.7	27.0571	25.977	.853	.940
X3.8	27.0952	26.279	.739	.948

Scale: Customer Loyalty (Y)**Case Processing Summary**

		N	%
Cases	Valid	105	100.0
	Excluded ^a	0	.0
	Total	105	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.949	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	32.6571	46.977	.707	.947
Y2	32.6857	45.621	.809	.943
Y3	32.6667	46.090	.796	.943
Y4	33.1143	44.795	.825	.942
Y5	32.9714	45.163	.774	.944
Y6	32.9333	46.428	.743	.945
Y7	33.0571	44.535	.793	.944
Y8	32.8667	45.078	.817	.942
Y9	32.6762	46.721	.794	.944
Y10	32.6571	46.497	.798	.943

APPENDIX E: CLASSICAL ASSUMPTION TEST

1. Normality Test

One-Sample Kolmogorov-Smirnov Test

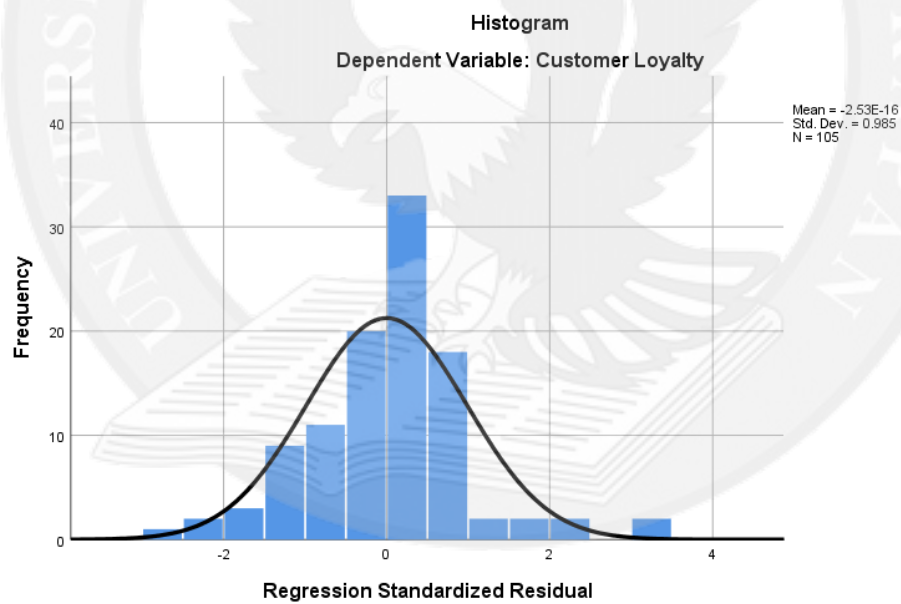
		RES1
N		21
Normal Parameters ^{a,b}	Mean	.2220
	Std. Deviation	.71813
Most Extreme Differences	Absolute	.080
	Positive	.064
	Negative	-.080
Test Statistic		.080
Asymp. Sig. (2-tailed)		.200 ^{c,d}

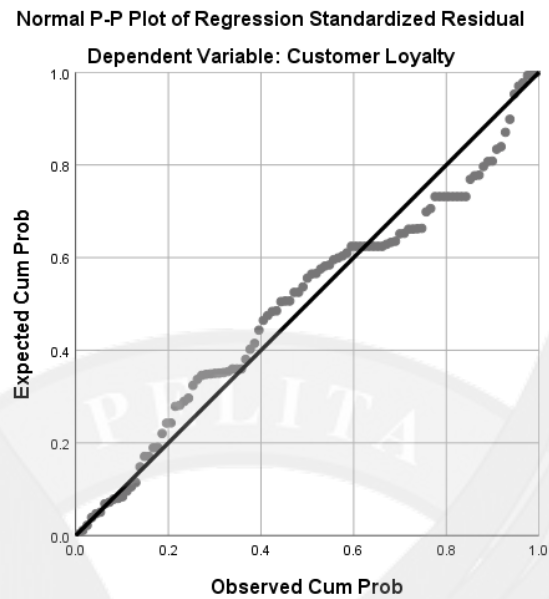
a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.





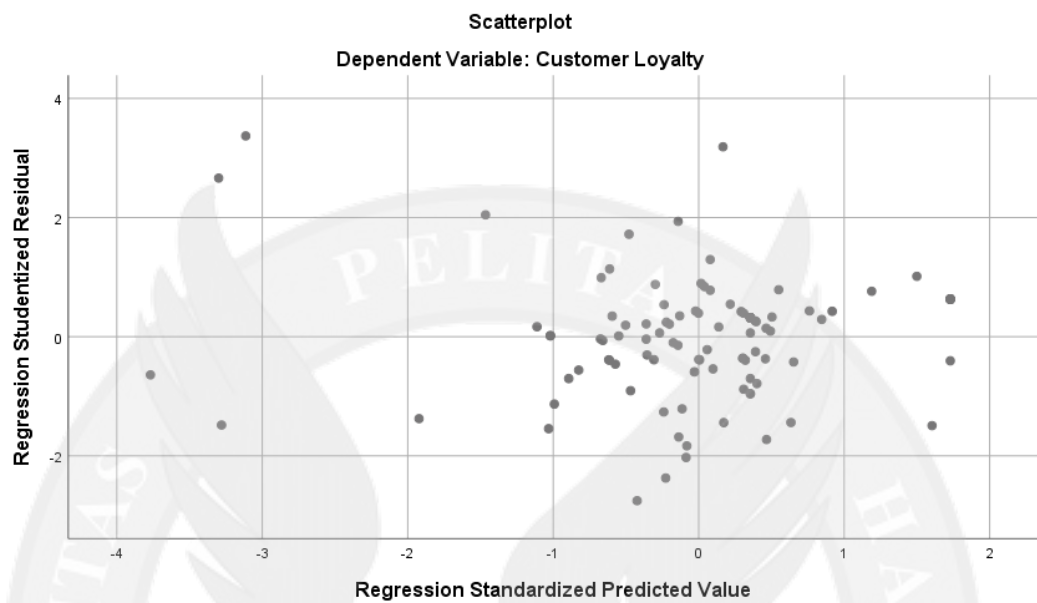
2. Multicollinearity Test

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Restaurant Authenticity	.142	7.055
	Staff Knowledge	.191	5.237
	Menu Design	.145	6.873

a. Dependent Variable: Customer Loyalty

3. Heteroscedasticity Test



Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.948	1.357		4.383	.000
Restaurant Authenticity	.040	.076	.133	.532	.596
Staff Knowledge	-.201	.087	-.496	-2.305	.053
Menu Design	.032	.111	.072	.293	.770

a. Dependent Variable: abs

APPENDIX F: REGRESSION ANALYSIS

1. Multiple Linear Regression

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	3.497	2.124		1.647	.103
	Restaurant Authenticity	.295	.119	.340	2.483	.015
	Staff Knowledge	.402	.136	.348	2.948	.004
	Menu Design	.257	.174	.200	1.481	.142

a. Dependent Variable: Customer Loyalty

2. Coefficient of Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.855 ^a	.731	.723	3.94271

a. Predictors: (Constant), Menu Design, Staff Knowledge, Restaurant Authenticity

b. Dependent Variable: Customer Loyalty

APPENDIX G: HYPOTHESIS TEST

1. T-Test

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3.497	2.124		.103
	Restaurant Authenticity	.295	.119	.340	.015
	Staff Knowledge	.402	.136	.348	.004
	Menu Design	.257	.174	.200	.142

a. Dependent Variable: Customer Loyalty

2. F-Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4276.149	3	1425.383	91.694	.000 ^b
	Residual	1570.042	101	15.545		
	Total	5846.190	104			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Menu Design, Staff Knowledge, Restaurant Authenticity

APPENDIX H: STATISTIC TABLE

r table

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392
33	0.2826	0.3338	0.3916	0.4296	0.5322
34	0.2785	0.3291	0.3862	0.4238	0.5254
35	0.2746	0.3246	0.3810	0.4182	0.5189
36	0.2709	0.3202	0.3760	0.4128	0.5126
37	0.2673	0.3160	0.3712	0.4076	0.5066
38	0.2638	0.3120	0.3665	0.4026	0.5007
39	0.2605	0.3081	0.3621	0.3978	0.4950
40	0.2573	0.3044	0.3578	0.3932	0.4896
41	0.2542	0.3008	0.3536	0.3887	0.4843
42	0.2512	0.2973	0.3496	0.3843	0.4791
43	0.2483	0.2940	0.3457	0.3801	0.4742

t table

df \ Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
	0.50	0.20	0.10	0.050	0.02	0.010	0.002
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045
105	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967
106	0.67681	1.28959	1.65936	1.98260	2.36204	2.62301	3.16890
107	0.67679	1.28951	1.65922	1.98238	2.36170	2.62256	3.16815
108	0.67677	1.28944	1.65909	1.98217	2.36137	2.62212	3.16741
109	0.67675	1.28937	1.65895	1.98197	2.36105	2.62169	3.16669
110	0.67673	1.28930	1.65882	1.98177	2.36073	2.62126	3.16598
111	0.67671	1.28922	1.65870	1.98157	2.36041	2.62085	3.16528
112	0.67669	1.28916	1.65857	1.98137	2.36010	2.62044	3.16460
113	0.67667	1.28909	1.65845	1.98118	2.35980	2.62004	3.16392
114	0.67665	1.28902	1.65833	1.98099	2.35950	2.61964	3.16326
115	0.67663	1.28896	1.65821	1.98081	2.35921	2.61926	3.16262
116	0.67661	1.28889	1.65810	1.98063	2.35892	2.61888	3.16198
117	0.67659	1.28883	1.65798	1.98045	2.35864	2.61850	3.16135
118	0.67657	1.28877	1.65787	1.98027	2.35837	2.61814	3.16074
119	0.67656	1.28871	1.65776	1.98010	2.35809	2.61778	3.16013
120	0.67654	1.28865	1.65765	1.97993	2.35782	2.61742	3.15954
121	0.67652	1.28859	1.65754	1.97976	2.35756	2.61707	3.15895
122	0.67651	1.28853	1.65744	1.97960	2.35730	2.61673	3.15838
123	0.67649	1.28847	1.65734	1.97944	2.35705	2.61639	3.15781
124	0.67647	1.28842	1.65723	1.97928	2.35680	2.61606	3.15726
125	0.67646	1.28836	1.65714	1.97912	2.35655	2.61573	3.15671

F table

df2 (N2)	df1 (N1)											
	1	2	3	4	5	6	7	8	9	10	11	12
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.90	1.86
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.89	1.86
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85
97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93	1.89	1.85
101	3.94	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.93	1.88	1.85
102	3.93	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85
103	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85
104	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85
105	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85
106	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.84
107	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84
108	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84
109	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84
110	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84
111	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84
112	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.96	1.92	1.88	1.84
113	3.93	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.92	1.87	1.84
114	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84
115	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84
116	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84
117	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84
118	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84
119	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83
120	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83
121	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83
122	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83
123	3.92	3.07	2.68	2.45	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83
124	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83
125	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83
126	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.87	1.83
127	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83
128	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83
129	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83
130	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83
131	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83
132	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83
133	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83
134	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83

APPENDIX I: PERMISSION LETTER FOR RESEARCH FROM COBEK AYAM PENYET RESTAURANT MEDAN

SURAT KETERANGAN

Kami yang bertandatangan dibawah ini,

Nama

Jabatan

Touang Situmoran
: *Manager*

Dengan ini menerangkan bahwa mahasiswa Universitas Pelita Harapan Kampus Medan di bawah ini:

Nama : Angelia Gleny Winarta

Kelas : 21H2

NIM : 03013210034

Program Studi : Manajemen Perhotelan

Diberikan izin untuk dapat menulis *final paper* (skripsi) dengan menggunakan nama Cobek Ayam Penyet, Sun Plaza Medan dalam judul tugas akhirnya sebagai bagian dari tugas dan kelulusan mata kuliah Skripsi dengan judul ***"INVESTIGATING THE INFLUENCE OF CULTURAL AUTHENTICITY, STAFF KNOWLEDGE, AND MENU DESIGN ON CUSTOMER LOYALTY AT COBEK AYAM PENYET RESTAURANT"***

Medan, 7 November 2024

Touang Situmoran
Cobek Ayam Penyet, Sun Plaza Medan

APPENDIX J: TURN-IT-IN RESULT



Page 2 of 123 - Integrity Overview

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