

TABLE OF CONTENT

COVER	
PERNYATAAN BEBAS DARI PLAGIAT	I
ACKNOWLEDGMENT	II
ABSTRAK	IV
ABSTRACT	V
RINGKASAN SKRIPSI	VI
SUMMARY	X
TABLE OF CONTENT	XIV
LIST OF TABLE.....	XVII
TABLE OF FIGURE	XVIII
LIST OF APPENDIX	XIX
CHAPTER I.....	1
INTRODUCTION	1
1.1 Background	1
1.2 Problem Formulation	7
1.2.1 Problem Statement	7
1.2.2 Research Question.....	7
1.3 Research Purpose.....	8
1.4 Research Contribution	8
1.4.1 Theoretical Contribution	8
1.4.2 Practical Contribution	8
1.5 Research Contextual Overview	9
CHAPTER II.....	11
LITERATURE REVIEW	11
2.1 Theoretical Background.....	11
2.1.1 Narcissism.....	11
2.1.2 Food and Beverage Quality.....	12
2.1.3 Customer Satisfaction	13
2.1.4 Revisit Intention	14
2.2 Empirical Study	15
2.3. Relationship Among Variable.....	20
2.3.1 Narcissism and Customer Satisfaction.....	20
2.3.2 Narcissism and Revisit Intention	20
2.3.3 Food and Beverage Quality and Customer Satisfaction	21
2.3.4 Food Quality and Revisit Intention	21

2.3.5 Customer Satisfaction and Revisit Intention.....	22
2.3.6 Customer Satisfaction as a mediation variable	22
2.4 Conceptual Framework.....	23
2.5 Hypotheses.....	23
CHAPTER III	25
RESEARCH METHOD.....	25
3.1 Type of Research.....	25
3.2 Place and Time of Research	25
3.3 Data	26
3.3.1 Data Collecting Method	26
3.3.2 Source of Data.....	26
3.4 Population and Sample.....	27
3.4.1 Population	27
3.4.2 Sample.....	27
3.5 Research Variable.....	28
3.5.1 Independent Variable.....	28
3.5.2 Dependent Variable	28
3.5.3 Mediating Variable	29
3.6 Operational Dimension.....	29
3.8 Measuring Variable	32
3.8 Analysis Method.....	32
3.8.1 Evaluation of Measurement (Outer) Model	33
3.8.1.1 Validity Test	33
3.8.1.1.2 Convergent Validity	33
3.8.1.1.3 Discriminant Validity	33
3.8.1.2 Reliability Test	33
3.8.2 Structural Model (Inner Model)	34
3.8.2.1 R-Square.....	34
3.8.3 Hypothesis Testing.....	35
3.8.4 Mediation Effect Analysis.....	35
CHAPTER IV.....	37
RESULT AND DISCUSSION	37
4.1 Research Findings.....	37
4.1.1 Respondent Characteristics	37
4.1.1.1 Respondent's Age.....	37
4.1.1.2 Respondent's Occupation.....	37
4.1.2 Respondent's Responses to Each Variables.....	38
4.1.2.1 Narcissism	39
4.1.2.2 Food and Beverage Quality	40
4.1.2.3 Customer Satisfaction.....	41
4.1.2.4 Revisit Intention	42

4.2 Data Analysis.....	43
4.2.1 Evaluation of Measurement (Outer) Model	43
4.2.1.1 Convergent Validity	43
4.2.1.2 Discriminant Validity	44
4.2.2 Reliability Test	46
4.2.3 Structure Model (Inner).....	47
4.2.3.1 R-Square	47
4.2.3.2 Hypothesis Testing	48
4.2.3.2.1 Hypothesis 1	49
4.2.3.2.2 Hypothesis 2	50
4.2.3.2.3 Hypothesis 3	50
4.2.3.2.4 Hypothesis 4	50
4.2.3.2.5 Hypothesis 5	50
4.2.3.3 Mediation Effect Analysis	51
4.2.3.3.1 Hypothesis 6	52
4.2.3.3.2 Hypothesis 7	53
4.2.3.4 Hypothesis Testing Summary	53
4.3 Discussion	54
4.3.1 Narcissism to Customer Satisfaction	54
4.3.2 Food and Beverage Quality to Customer Satisfaction	55
4.3.3 Narcissism to Revisit Intention	55
4.3.4 Food and Beverage Quality to Revisit Intention.....	55
4.3.5 Customer Satisfaction to Revisit Intention	56
4.3.6 Customer Satisfaction as Mediating Variable.....	56
CHAPTER V	57
CONCLUSION AND RECOMMENDATION	57
5.1. Conclusion	57
5.2. Recommendation	58
5.2.1 For Firm	58
5.2.2 For Future Research	58
5.3. Limitations.....	59
BIBLIOGRAPHY	60
APPENDIX.....	65