

DAFTAR ISI

HALAMAN PENGESAHAN	Error! Bookmark not defined.
ORISINALITAS SKRIPSI.....	Error! Bookmark not defined.
MOTTO	Error! Bookmark not defined.
PERSEMBAHAN.....	Error! Bookmark not defined.
ABSTRAK.....	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
DAFTAR ISI	Error! Bookmark not defined.
DAFTAR GAMBAR.....	iii
DAFTAR TABEL	4
BAB I PENDAHULUAN.....	Error! Bookmark not defined.
1.1 LATAR BELAKANG	Error! Bookmark not defined.
1.2 PERUMUSAN MASALAH	Error! Bookmark not defined.
1.3 TUJUAN PENELITIAN.....	Error! Bookmark not defined.
1.4 MANFAAT PENELITIAN.....	Error! Bookmark not defined.
1.5 TINJAUAN PUSTAKA	Error! Bookmark not defined.
1.5.1 KAJIAN TEORITIS	Error! Bookmark not defined.
1.5.2 KAJIAN EMPIRIS	Error! Bookmark not defined.
1.6 PENGARUH ANTAR VARIABEL	Error! Bookmark not defined.
1.7 KERANGKA PEMIKIRAN	Error! Bookmark not defined.
1.8 HIPOTESIS.....	Error! Bookmark not defined.
1.9 DEFINISI KONSEP DAN DEFINISI OPERASIONAL.....	Error! Bookmark not defined.
1.8.1 Definisi Konsep.....	Error! Bookmark not defined.
1.8.2 Definisi Oprasional.....	Error! Bookmark not defined.
1.10 METODE PENELITIAN.....	Error! Bookmark not defined.
1.9.1 Tipe Penelitian.....	Error! Bookmark not defined.
1.9.2 Ruang Lingkup Penelitian	Error! Bookmark not defined.
1.9.3 Lokasi Penelitian.....	Error! Bookmark not defined.
1.9.4 Populasi dan Sampel.....	Error! Bookmark not defined.

1.9.5	Sumber Data	Error! Bookmark not defined.
1.9.6	Teknik Pengumpulan Data	Error! Bookmark not defined.
1.9.7	Skala Pengukuran.....	Error! Bookmark not defined.
1.9.8	Uji Instrumen Penelitian	Error! Bookmark not defined.
1.9.9	Teknik Analisis Data	Error! Bookmark not defined.
BAB II GAMBARAN UMUM		Error! Bookmark not defined.
2.1	Profil dan Sejarah Perusahaan.....	Error! Bookmark not defined.
2.2	Logo Perusahaan.....	Error! Bookmark not defined.
2.3	Visi dan misi Perusahaan	Error! Bookmark not defined.
2.4	Produk	Error! Bookmark not defined.
BAB III HASIL DAN PEMBAHASAN		Error! Bookmark not defined.
3.1	Hasil Uji Instrumen.....	Error! Bookmark not defined.
3.1.1	Uji Validitas	Error! Bookmark not defined.
3.1.2	Uji Reliabilitas	Error! Bookmark not defined.
3.2	Karakteristik Responden.....	Error! Bookmark not defined.
3.3	Analisis Data (Statistik Deskriptif).....	Error! Bookmark not defined.
3.3.1	Analisis Data Variabel Kualitas Produk	Error! Bookmark not defined.
3.3.2	Analisis Data Variabel Kualitas Pelayanan.....	Error! Bookmark not defined.
3.3.3	Analisis Data Variabel Kepuasan Pelanggan...	Error! Bookmark not defined.
3.3.4	Analisis Data Variabel Niat Pembelian Kembali....	Error! Bookmark not defined.
3.4	Analisis Data (Statistik Inferensial).....	Error! Bookmark not defined.
3.4.1	Evaluasi Model Pengukuran (<i>Outer Model</i>)	Error! Bookmark not defined.
3.4.2	Evaluasi Model Struktural (<i>Inner Model</i>)	Error! Bookmark not defined.
3.4.3	Uji Hipotesis	Error! Bookmark not defined.
3.5	Pembahasan	Error! Bookmark not defined.

BAB IV PENUTUP	Error! Bookmark not defined.
4.1 Kesimpulan	Error! Bookmark not defined.
4.2 Saran	Error! Bookmark not defined.
4.3 Keterbatasan Penelitian	Error! Bookmark not defined.
DAFTAR PUSTAKA	Error! Bookmark not defined.
LAMPIRAN	Error! Bookmark not defined.

DAFTAR GAMBAR

Gambar 1. 1 Komentar Konsumen The Sense Kitchen	Error! Bookmark not defined.
Gambar 1. 2 Komentas Konsumen The Sense Kitchen	Error! Bookmark not defined.
Gambar 1. 3 Komentar Konsumen The Sense Kitchen	Error! Bookmark not defined.
Gambar 1.4 Gambar Model Perilaku Konsumen...	Error! Bookmark not defined.
Gambar 1. 5 Kerangka Pemikiran.....	Error! Bookmark not defined.
Gambar 1.6 Model Penelitian	Error! Bookmark not defined.
Gambar 2.1 Produk The Sense Kitchen	Error! Bookmark not defined.
Gambar 2.1 Produk The Sense Kitchen	Error! Bookmark not defined.
Gambar 2.1 Produk The Sense Kitchen	Error! Bookmark not defined.
Gambar 2.2 Pelayanan The Sense Kitchen	Error! Bookmark not defined.

DAFTAR TABEL

Tabel 1.1 Daftar Menu yang Banyak Dipilih Konsumen pada Tahun 2023 **Error! Bookmark not defined.**

Tabel 1.2 Ringkasan Penelitian Terdahulu **Error! Bookmark not defined.**

Tabel 1.3 Table dukungan teoritis dan dukungan empiris hipotesis penelitian
..... **Error! Bookmark not defined.**

Tabel 1.4 Skala Likert..... **Error! Bookmark not defined.**

Tabel 1.5 Interpretasi Koefisien Korelasi **Error! Bookmark not defined.**

Tabel 1.6 Koefisien Korelasi Reliabilitas **Error! Bookmark not defined.**

Tabel 2.1 Menu Starter..... **Error! Bookmark not defined.**

Tabel 2.2 Menu Steak Corner **Error! Bookmark not defined.**

Tabel 2.3 Menu The Sense Signature..... **Error! Bookmark not defined.**

Tabel 2.4 Menu Dessert **Error! Bookmark not defined.**

Tabel 2.5 Menu Set Menu **Error! Bookmark not defined.**

Tabel 3. 1 Hail Uji Validitas Variabel Kualitas Produk**Error! Bookmark not defined.**

Tabel 3.2 Hasil Uji Validitas Variabel Kualitas Pelayanan . **Error! Bookmark not defined.**

Tabel 3. 3 Hasil Uji Validitas Variabel Kepuasan Pelanggan..... **Error! Bookmark not defined.**

Tabel 3. 4 Hasil Uji Validitas Variabel Niat Pembelian Kembali **Error! Bookmark not defined.**

Tabel 3.5 Hasil Uji Reliabilitas.....**Error! Bookmark not defined.**

Tabel 3.6 Jenis Kelamin**Error! Bookmark not defined.**

Tabel 3.7 Usia**Error! Bookmark not defined.**

Tabel 3.8 Asal Kota.....	Error! Bookmark not defined.
Tabel 3.9 Jumlah Pembelian	Error! Bookmark not defined.
Tabel 3.10 Menu yang Dibeli.....	Error! Bookmark not defined.
Tabel 3.11 Rekomendasi Tempat.....	Error! Bookmark not defined.
Tabel 3.12 Item Pernyataan “The Sense Kitchen selalu menyajikan makanan yang masih segar”	Error! Bookmark not defined.
Tabel 3.13 Item Pernyataan “Tampilan makanan yang disajikan di The Sense Kitchen”	Error! Bookmark not defined.
Tabel 3.14 Item Pernyataan “Makanan di The Sense Kitchen memiliki rasa yang lezat dan penuh cita rasa”	Error! Bookmark not defined.
Tabel 3.15 Item Pernyataan “The Sense Kitchen menyajikan banyak pilihan menu dari mulai makanan berat sampai <i>dessert</i> yang membuat pelanggan menyukai makanan The Sense Kitchen”	Error! Bookmark not defined.
Tabel 3.16 Rata-rata Item Pernyataan Variabel Kualitas Produk	Error! Bookmark not defined.
Tabel 3.17 Item Pernyataan “Karyawan The Sense Kitchen menggunakan pakaian yang rapi sehingga terlihat profesional”	Error! Bookmark not defined.
Tabel 3. 18 Item Pernyataan “Fasilitas dan Pelayanan yang diberikan sudah sesuai dengan standar restoran western”	Error! Bookmark not defined.
Tabel 3.19 Item Pernyataan Karyawan The Sense Kitchen tepat dalam melayani pelanggan	Error! Bookmark not defined.
Tabel 3.20 Item Pernyataan “Karyawan The Sense Kitchen sangat ramah dalam melayani pelanggan”	Error! Bookmark not defined.
Tabel 3. 21 Item Pernyataan “Karyawan The Sense Kitchen bersedia melayani serta merespon dengan cepat jika konsumen memiliki masalah terhadap produk makanan The Sense Kitchen”	Error! Bookmark not defined.
Tabel 3.22 Item Pernyataan “Karyawan The Sense Kitchen memiliki kemampuan yang profesional dalam memberikan pelayanan”.	Error! Bookmark not defined.
Tabel 3. 23 Item Pernyataan The Sense Kitchen selalu melayani serta memberikan perhatian individu terhadap pelanggan dengan menawarkan jenis produk apa yang cocok untuk pelanggan.....	Error! Bookmark not defined.

Tabel 3.24 Rata-rata Item Pernyataan Variabel Kepuasan Pelanggan..... **Error! Bookmark not defined.**

Tabel 3. 25 Item Pernyataan The Sense Kitchen sesuai dengan saya harapkan **Error! Bookmark not defined.**

Tabel 3.26 Item Pernyataan Saya merasa senang terhadap pelayanan yang diberikan The Sense Kitchen..... **Error! Bookmark not defined.**

Tabel 3. 27 Item Pernyataan Secara umum saya merasa puas dengan The Sense Kitchen **Error! Bookmark not defined.**

Tabel 3.28 Rata-rata Item Pernyataan Variabel Kepuasan Pelanggan..... **Error! Bookmark not defined.**

Tabel 3. 29 Item Pernyataan Saya akan kembali membeli produk The Sense Kitchen dan mencoba menu yang belum saya coba..... **Error! Bookmark not defined.**

Tabel 3. 30 Item Pernyataan Saya akan merekomendasikan kepada saudara, keluarga, teman dan kolega saya mengenai The Sense Kitchen . **Error! Bookmark not defined.**

Tabel 3.31 Item Pernyataan Saya memilih The Sense Kitchen dibanding restoran lain **Error! Bookmark not defined.**

Tabel 3. 32 Item Pernyataan Saya selalu mencari informasi terbaru mengenai produk The Sense Kitchen **Error! Bookmark not defined.**

Tabel 3.33 Rata-rata Item Pernyataan Variabel Niat Pembelian Kembali..... **Error! Bookmark not defined.**

Tabel 3.34 *Outer Loadings*..... **Error! Bookmark not defined.**

Tabel 3.35 *Cross Loadings* **Error! Bookmark not defined.**

Tabel 3. 36 *Construct Reliability & Validity* **Error! Bookmark not defined.**

Tabel 3.37 *R-Square*..... **Error! Bookmark not defined.**

Tabel 3.38 *Path Coefficients* **Error! Bookmark not defined.**

Tabel 3. 39 Hasil Uji Hipotesis **Error! Bookmark not defined.**

LAMPIRAN

Lampiran 1. 1 Kuesioner Penelitian	Error! Bookmark not defined.
Lampiran 1. 2 Output SPSS 25.....	Error! Bookmark not defined.
Lampiran 1. 3 Tabulasi Jawaban Responden.....	Error! Bookmark not defined.
Lampiran 1. 4 Output SmartPLS 4.0	Error! Bookmark not defined.
Lampiran 1. 4 Output SmartPLS 4.0	Error! Bookmark not defined.