

TABLE OF CONTENTS

APPROVAL SHEET	i
STATEMENT SHEET	ii
MOTTO AND OFFERING PAGE.....	iii
ABSTRAK	iv
ABSTRACT	v
PREFACE	vi
TABLE OF CONTENTS.....	viii
LIST OF TABLES	xi
LIST OF FIGURES	xii
CHAPTER 1	1
INTRODUCTION.....	1
1.1. Overview of the research object	1
1.1.1. Yugen Company Profile	1
1.1.2. Logo Yugen at 28 Café	2
1.1.3. Company Vision and Mission	2
1.1.4. Products and Services	2
1.2. Research Background	3
1.3. Statement of the Problem	9
1.4. Research Objective.....	9
1.5. Theoretical Benefits	9
1.5.1. Theoretical Aspect.....	9
1.5.2. Practical Aspect.....	9
1.6. Systematic of Writings	9
CHAPTER II	11
LITERATURE REVIEW AND SCOPE OF RESEARCH.....	11
2.1. Research Literature Review.....	11
2.1.1. Consumer Satisfaction	11

2.1.2.	Servicescape.....	11
2.1.3.	Store Atmosphere	12
2.1.4.	Store Atmosphere Dimension Element	13
2.1.5.	Location.....	19
2.1.6.	Importance Performance Analysis	20
2.2.	Previous Research.....	21
2.2.1.	Thesis Research Review.....	21
2.3.	Framework.....	26
2.4.	Research Hypothesis.....	28
2.5.	The Scope of Research	28
CHAPTER III.....		29
RESEARCH MODEL AND OBJECT.....		29
3.1.	Types and Research Methods.....	29
3.2.	Operationalization Variable and Measuring Scale	29
3.2.1.	Operationalization Variable	29
3.2.2.	Measuring Scale.....	31
3.3.	Population and Sample Research	32
3.3.1.	Research Population	32
3.3.2.	Research Sample.....	32
3.4.	Research Stages	32
3.5.	Population and Sample Research	34
3.5.1.	Population Research	34
3.5.2.	Sample Research.....	34
3.6.	Data Collecting Methods.....	35
3.6.1.	Data Source	35
3.6.2.	Data Collecting Techniques	35
3.7.	Research Measuring Tools	36
3.7.1.	Validity Test.....	36
3.7.2.	Reliability Test.....	38

3.8.	Technical Data Analysis.....	40
3.8.1.	Descriptive Analysis	40
3.8.2.	Gap Analysis	42
3.8.3.	IPA (<i>Importance Performance Analysis</i>) Method	42
CHAPTER IV		45
RESULTS AND DISCUSSION		45
4.1.	Respondent's Identity	45
4.1.1.	Respondent's Identity Based on Age	45
4.1.2.	Respondent's Identity Based on Gender.....	46
4.1.3.	Respondents Identity Based on Occupation	46
4.2.	Validity and Reliability Test.....	47
4.2.1.	Validity Test.....	47
4.2.2.	Reliability Test	50
4.3.	Descriptive Analysis.....	51
4.3.1	Analysis Variable <i>Store Atmosphere</i>	51
4.3.2	Variable analysis regarding Location	55
4.3.3	Variable analysis regarding <i>Performance</i>	57
4.4.	Analysis of GAP between performance and expectations on store atmosphere and location variables	61
4.5.	Analysis of the GAP between performance and expectations on the location variable	62
CHAPTER V		74
CONCLUSIONS AND RECOMMENDATIONS.....		74
5.1.	Conclusions	74
5.2.	Suggestions	75
5.2.1.	Suggestions for Yugen Café	76
5.2.2.	Suggestions for further researchers	76
BIBLIOGRAPHY		77