

## TABLE OF CONTENTS

<b>APPROVAL SHEET .....</b>	<b>i</b>
<b>STATEMENT SHEET .....</b>	<b>ii</b>
<b>MOTTO AND OFFERING PAGE.....</b>	<b>iii</b>
<b>ABSTRAK .....</b>	<b>iv</b>
<b>ABSTRACT .....</b>	<b>v</b>
<b>PREFACE .....</b>	<b>vi</b>
<b>TABLE OF CONTENTS.....</b>	<b>viii</b>
<b>LIST OF TABLES .....</b>	<b>xi</b>
<b>LIST OF FIGURES .....</b>	<b>xii</b>
<b>CHAPTER 1 .....</b>	<b>1</b>
<b>INTRODUCTION.....</b>	<b>1</b>
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
<b>CHAPTER II .....</b>	<b>11</b>
<b>LITERATURE REVIEW AND SCOPE OF RESEARCH.....</b>	<b>11</b>
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
<b>CHAPTER III.....</b>		<b>29</b>
<b>RESEARCH MODEL AND OBJECT.....</b>		<b>29</b>
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
<b>CHAPTER IV .....</b>		<b>45</b>
<b>RESULTS AND DISCUSSION .....</b>		<b>45</b>
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
<b>CHAPTER V .....</b>		<b>74</b>
<b>CONCLUSIONS AND RECOMMENDATIONS.....</b>		<b>74</b>
5.1.	Conclusions .....	74
5.2.	Suggestions .....	75
5.2.1.	Suggestions for Yugen Café .....	76
5.2.2.	Suggestions for further researchers .....	76
<b>BIBLIOGRAPHY .....</b>		<b>77</b>