

TABLE OF CONTENTS

PAGE OF TITLE	i
APPROVAL PAGE	ii
LEGALIZATION PAGE	iii
DECLARATION OF AUTHENTICITY.....	iv
ACKNOWLEDGMENTS.....	v
TABLE OF CONTENTS	viii
LIST OF TABLES	xii
LIST OF FIGURES.....	xiii
LIST OF APPENDICES	xiv
ABSTRACT.....	xv
ABSTRAK.....	xvi
CHAPTER I INTRODUCTION.....	1
1.1. Background of the Research.....	1
1.2. Problems Formulations.....	4
1.3. Limitations of the Research.....	5
1.4. Research Objectives.....	5
1.5. Benefits of Research.....	6
1.5.1 Theoretical Benefit.....	6
1.5.2 Practical Benefit.....	6
1.6. Systematical Writing	6
CHAPTER I: INTRODUCTION	6
CHAPTER II: LITERATURE REVIEW	7
CHAPTER III: RESEARCH METHOD	7

CHAPTER IV: DATA ANALYSIS AND DISCUSSION.....	7
CHAPTER V: CONCLUSIONS AND RECOMMENDATIONS.....	7
CHAPTER II LITERATURE REVIEW	8
2.1. Theoretical Review	8
2.1.1. Atmosphere	9
2.1.2. Employee Attitude	10
2.1.3. IT Services	11
2.1.4. Coffee Quality	12
2.1.5. Customer Satisfaction	13
2.2. Conceptual Framework of the Research.....	14
CHAPTER III RESEARCH METHODOLOGY	15
3.1. Type of Research	15
3.2. Population and Sample	15
3.3. Data Collection Method.....	16
3.4. Instrumentation	17
3.5. Definition of Operational and Measurement of Research Variable	17
3.5.1. Independent Variable.....	18
3.5.1.1 Atmosphere	18
3.5.1.2 Employee Attitude	19
3.5.1.3 IT Service	20
3.5.1.4 Coffee quality	20
3.5.2. Mediating Variable	21
3.5.2.1 Satisfaction.....	21
3.5.3. Dependent Variable	22
3.5.3.1. Loyalty	22
3.6. Validity and Reliability Test of the Instrument.....	23

3.7. Analysis Technique	27
3.7.1 Respondents' Characteristic	27
3.7.2 Descriptive Analysis.....	28
3.7.3 Model Development on Theory.....	28
3.7.3.1 Normality Test	28
3.7.3.2 Outlier Test.....	28
3.7.3.3 Confirmatory Analysis or Goodness of Fit Criteria.....	29
CHAPTER IV DATA ANALYSIS AND DISCUSSIONS.....	34
4.1 Statistics Descriptive	34
4.1.1 Respondents' Classification Based on Gender	35
4.1.2. Respondents Classification Based on Age	36
4.1.3. Respondents Classification Based on Educational Background	37
4.1.4. Respondents Classification Based on Job Types.....	38
4.1.5. Respondents' Classification Based on Monthly Expenses.....	39
4.2. Descriptive Analysis.....	40
4.2.1. Atmosphere.....	40
4.2.2. Employee Attitude.....	42
4.2.3 IT Services.....	43
4.2.4. Coffee Quality	44
4.2.5. Satisfaction	45
4.2.6. Loyalty.....	46
4.3. Structural Equation Model (SEM) Analysis.....	47
4.3.1. Development Model Based on Theory.....	47
4.3.2. Diagram Flow and Structural Equation	48
4.3.3. Normality Test.....	49
4.3.4. Outliers Test	52

4.3.5. Confirmatory Factor Analysis	53
4.3.6. Reliability Test	60
4.4. Model Modification and Complete Goodness-of-Fit Criteria	62
4.5. Hypothesis Testing	64
4.6. Result Discussions	65
4.6.1. The Influence of Atmosphere on Customer Satisfaction.....	65
4.6.2. The Influence of Employee Attitude on Costumer's Satisfaction	66
4.6.3. The Influence of IT Services on Customer's Satisfaction.....	67
4.6.4. The Influence of Coffee Quality on Customer's Satisfaction	68
4.6.5. The Influence of Customer's Satisfaction on Customer's Loyalty	69
CHAPTER V CONCLUSIONS AND RECOMMENDATIONS	70
5.1. Conclusion	70
5.2. Research Limitations	71
5.3. Recommendations	72
REFERENCES	74

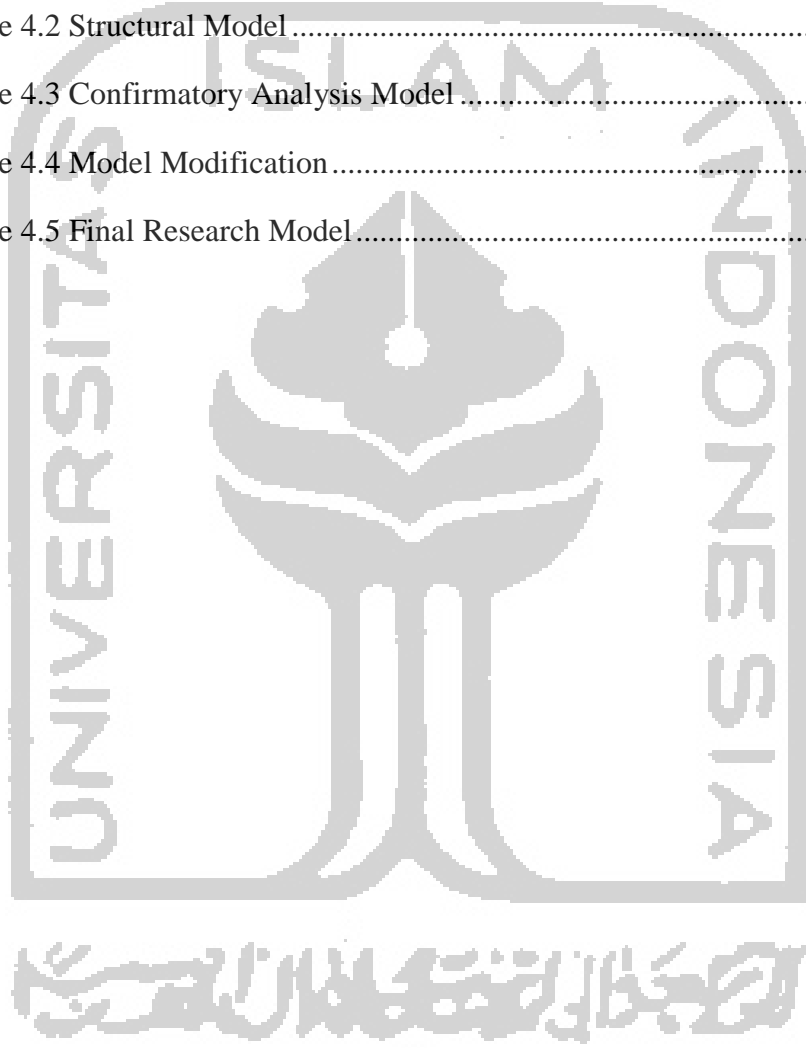


LIST OF TABLES

Table 3.1 Validity and Reliability Test for Pilot Test.....	24
Table 3.2 Goodness of Fit Index	33
Table 4.1 Respondents Classification Based on Gender.....	35
Table 4.2 Respondents Classification Based on Age.....	36
Table 4.3 Respondents Classification Based on Educational Background.....	37
Table 4.4 Respondents Classification Based on Job.....	38
Table 4.5 Respondents Classification Based on Monthly Expenses.....	39
Table 4.6 Descriptive Analysis of Atmosphere	41
Table 4.7 Descriptive Analysis of Employee Attitude.....	42
Table 4.8 Descriptive Analysis of IT Services.....	43
Table 4.9 Descriptive Analysis of Coffee Quality	44
Table 4.10 Descriptive Analysis of Satisfaction	45
Table 4.11 Descriptive Analysis of Loyalty	46
Table 4.12 Normality Test Result.....	50
Table 4.13 Outliers Test Result.....	52
Table 4.14 Loading Factors Result	54
Table 4.15 Goodness of Fit Test Result.....	56
Table 4.16 Modified Loading Factors.....	57
Table 4.17 Modified Goodness Fit Test Result	59
Table 4.18 Reliability Test Result.....	61
Table 4.19 Complete Goodness of Fit Model	63
Table 4.20 Data of Hypothesis testing	64

LIST OF FIGURES

Figure 1. Conceptual Framework.....	14
Figure 4.1 Research Framework	48
Figure 4.2 Structural Model	49
Figure 4.3 Confirmatory Analysis Model	54
Figure 4.4 Model Modification	57
Figure 4.5 Final Research Model.....	63



LIST OF APPENDICES

APPENDIX A Research Questionnaires	83
APPENDIX B Validity and Reliability Test (SPSS)	98
APPENDIX C Tables of The Respondents Characteristics.....	106
APPENDIX D Results of The Full Model.....	109

