

**ANALYZING THE MOTIVATIONS AND
PREFERENCES OF GENERATION X TO DINE OUT**

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13312024

BACHELOR'S DEGREE
in

BUSINESS ADMINISTRATION – HOTEL AND TOURISM MANAGEMENT
CONCENTRATION
BUSINESS ADMINISTRATION & HUMANITIES



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AUGUST 2016

Revision after the Thesis Defense on July 20th 2016

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

ANALYZING THE MOTIVATIONS AND PREFERENCES OF GENERATION X TO DINE OUT

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This research aims to understand the motivations or the various factors (preferences) of people from age 36 to 51 by 2016 (Generation X) that influence their decision to dine out. First of all, the research reviewed past literature about consumer motivation with a focus on consumption opportunities and influences in order to establish a framework for the primary research. Secondly, the primary research conducted through Surveys from April 1st 2015 until April 10th 2015. The responds collected were 106 survey respondents from the Generation X. The raw data have been collected and calculated with Standard Deviation and Mean by Microsoft Excel, and compared with the literature which written in the Chapter 2. In the last chapter, the result concludes the motivating factors and preferences of Generation X for choosing to dine out in Jakarta, Indonesia. This research also includes some recommendation for future researchers.

Keywords: Consumer Behavior, Dine Out, Generation X, Motivation, Preference, Restaurant.



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DEDICATION

I would dedicate this research to
my beloved parents and friends



ACKNOWLEDGEMENTS

It would not have been possible to finish this research without the help of the people around me. For this opportunity, I will be only able to mention particular name of people here. First of all, I would like to express my sincerest gratitude towards my thesis advisors, Mr. Gareth Currie and Mrs. Munawaroh, S.E., M.M. Through their guidance; they helped me during my research and during the completion of writing this research. Without their assistance and involvement during the process, this thesis would not be accomplished. Also, I would like to express my gratitude towards Mr. Anthimos Georgiou who taught me research method and helped me with my proposal. I would like to express my gratitude for your support and guidance during last semester. One simple word could not describe the best, supportive, and friendly advisors.

Most importantly, I am most grateful towards my family, especially my parents: Mr. Ang Tek Tjiu and Mrs. Ariani Tjandra for their continuous support, the opportunity given for studying in Swiss German University and IMI International Management Institute, their assistance for fulfilling my research, and unconditional love for the last 21 years. Without both of them, I will not be able to study and complete my Degree in International Hotel and Tourism Management.

Last but not least, I would like to thank my friends, especially Liswindwinanto Wicaksono, Kristal Setia, Rilo Rizky Marswita, Jesslyn Nursan, Cindy Wijaya, and anyone else in addition to some whom already been mentioned for listening and encouraging me with your words. Also I would like to thank Hotel and Tourism Management's Lecturers and Students Batch 2012 for all the memories we spent together for the last 4 years. I wish you all best of luck and success in your study or work.

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