THE EFFECT OF LOUNGE MUSIC TOWARDS CONSUMER DECISION IN CHOOSING CAFÉ BAR.

CASE STUDY: CAFÉ BAR X

By

Ie An
13312042

BACHELOR'S DEGREE
in

BUSINESS ADMINISTRATION - HOTEL AND TOURISM MANAGEMENT CONCENTRATION
FACULTY OF BUSINESS ADMINISTRATION AND HUMANITIES

SWISS GERMAN UNIVERSITY
EduTown BSD City
Tangerang 15339
Indonesia

August 2016

Revision after Thesis Defense on 19 July 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.

Ie An

Student

Date

Approved by:

Robert La Are,S. ST,M. PAR

Thesis Advisor

Date

Eric Jos Nasution, MBA, MA, Ph

Dean

Date

SGU ®
SWISS GERMAN UNIVERSITY

ABSTRACT

THE EFFECT OF LOUNGE MUSIC TOWARDS CONSUMERS DECISION IN CHOOSING CAFÉ BAR.

CASE STUDY: CAFÉ BAR X

By

Ie An
Robert La Are, S. ST, M. Par

SWISS GERMAN UNIVERSITY

Music has become a part of our life, in fact it has become so important that it can affect our mood. Most café bars today have music on for their costumers which can affect consumers' behavior. This research is to find out the effect of lounge music towards consumers' decision in choosing café bar. This research used quantitative method where data were collected through questionnaires that were spread to the costumers of Café Bar X and simple linear regression was used to analyze the data. The result of this research is, lounge music effect consumers' decision in choosing café bar. Based on the result, lounge music has 27.8% effect of consumers' decision in choosing restaurant.

Keywords: Lounge Music, Consumer Buying Process, Café Bar

SGU®
SWISS GERMAN UNIVERSITY

© Copyright 2016
by Ie An
All rights reserved

SWISS GERMAN UNIVERSITY

DEDICATION

I dedicate this this work for everyone that have helped me reach this far.

SGU®
SWISS GERMAN UNIVERSITY

ACKNOWLEDGEMENTS

This thesis was made of my every effort I could give and sacrifices but in the end I felt like I have achieved so much therefore, I would like to express my thanks to those who have supported me and guided me during the progress of completion of this thesis.

First, I thank God for everything he gave me unconditionally. He is the main reason why I am here today and he will always be the reason what I have achieved until today and will always be in the future.

I would like to thank both of my parents for trusting me with what I am doing and what I will do in the future. And also my brothers that always support me unconditionally.

Thank you Jessica Novia for always been there for me throughout these years. For always encouraging me through thick and thin, for always trying to make me a better person in a right way.

Thank you Malati who has been my best friend in university life, who I had opened up to as a friend and hopefully we will always be good buddies like today. Thank you Eta for being an awesome brother and always hope the best future for everyone of us. And Arvin, thanks for being so positive in everyway and being awesome in your own way.

I would like to thank Mr. Robert La Are for the advice and guidance during the thesis work.

I would like to Thank the whole lecturers of Hotel and Tourism Management for their hard work to bring me up to this stage.

Last but not least, thank you my dear friends in the hotel and tourism management batch 2012 for sharing your memories with me throughout these 4 years.

SWISS GERMAN UNIVERSITY

TABLE OF CONTENTS

Page

STATEMENT BY THE AUTHOR 2
ABSTRACT 3
DEDICATION 5
ACKNOWLEDGEMENTS 6
TABLE OF CONTENTS 7
LIST OF FIGURES 9
LIST OF TABLES 10
CHAPTER 1 - INTRODUCTION 11
1.1 Background 11
1.2 Research Problems 12
1.3 Research Objectives 12
1.4 Research Questions 12
1.5 Significance of Study 12
1.6 Scope and Limitations 12
1.7 Thesis Structure 13
CHAPTER 2 – LITERATURE REVIEW 14
2.1 Framework of Thinking 14
2.2 Restaurant 15
2.3 Entertainment 16
2.3.1 Music 16
2.6 Music and Mood 18
2.7 Service marketing mix 7P's 18
2.8 The Consumer Buying Process 20
2.9 Previous Study 21
2.10 Difference with Previous Research 23
2.11 Research Model 23
2.12 Hypothesis 23
CHAPTER 3 – METHODOLOGY 24
3.1 Research Process 24
3.2 Type of Research 25
3.3 Type of Data 25

SGU SWISS GERMAN UNIVERSITY

3.5 Question Design 26
3.6 Population, Sample and Sampling method 28
3.7 Data Testing 29
3.7.1 Pre-Test 29
3.7.2 Post-Test 29
3.8 Validity and reliability 29
3.8.1 Validity 29
3.8.2 Reliability 30
3.9 Data Analysis 30
CHAPTER 4 – RESULT AND DISCUSSIONS 33
4.1 Company Profile 33
4.2 Respondent Profile 33
4.2.2 Age 34
4.2.3 Status 35
4.2.4 Income 36
4.2.5 Occupation 37
4.3 Data Analysis 37
4.3.1 Validity and Reliability Test 38
4.3.2 Classical Assumption test 44
4.4 Hypothesis Testing 46
4.5 Discussion 46
4.5.1 Discussion on lounge music 47
CHAPTER 5 – CONCLUSION AND RECOMMENDATIONS 48
5.1 Conclusion 48
5.1.1 Lounge music and consumers buying process 48
5.2 Recommendations 48
5.2.1 Practical Recommendations 48
5.2.2 Theoretical Recommendations 49
GLOSSARY 50
APPENDIXES 51
Source: Author 52
Source: Author 54
QUESTIONNAIRE (ENGLISH) 57
REFERENCE 60
CURRICULUM VITAE 62

SWISS GERMAN UNIVERSITY