The Impact of Live Music Towards Customers' Buying Decisions
Case Study: Intro Jazz Bistro BSD

By

Putri Nur Aulia Wahdini
13312088

BACHELOR'S DEGREE
in

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

SWISS GERMAN UNIVERSITY
EduTown BSD City
Tangerang 15339
Indonesia

August 2016

Revision after the Thesis Defense on July 19, 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.

Putri Nur Aulia Wahdini

_____ _____

Student Date

Approved by:

Robert La Are, S. Par, M. Par

_____ _____

Thesis Advisor Date

Eric Jos Nasution, MBA, MA, Ph.D

_____ _____

Dean Date

SGU®
SWISS GERMAN UNIVERSITY

ABSTRACT

THE IMPACT OF LIVE MUSIC TOWARDS CUSTOMERS' BUYING DECISIONS CASE STUDY: INTRO JAZZ BISTRO BSD

By

Putri Nur Aulia Wahdini
Robert La Are, S.Par, M. Par

SWISS GERMAN UNIVERISTY

Entertainment is such an important thing for people nowadays. Live Music is also one type example of enterntainment. The purpose of this research is to find out the impact of Live Music in Intro Jazz Bistro towards the Customers' Buying Decisions. This research was done in quantitative method where the data was collected by spreading the questionnaires to customers of Intro Jazz bistro. Simple linear regression analysis was used to analyze the data. The result of this thesis is that Live Music has an impact towards Customers' Buying Decisions significantly at 34,2%. Based on the result, it can be concluded that by focusing on Live Music, Intro Jazz Bistro BSD could attract more customer and probably increase the sales.

SWISS GERMAN UNIVERSITY

Keywords: Live Music, Customers' Buying Decisions, Restaurant

© Copyright 2016
by Putri Nur Aulia Wahdini
All rights reserved

SWISS GERMAN UNIVERSITY

DEDICATION

I dedicate this thesis for my parents and for my bachelor's degree.

SGU®
SWISS GERMAN UNIVERSITY

ACKNOWLEDGEMENTS

Writing this thesis has been a challenging yet rewarding journey. Therefore, I would like to express my greatest gratitude to these amazing people who have supported, guided, and encouraged me during the thesis working process.

First of all, I would like to thank Allah SWT, for without him I would not be able to stand where I am now.

Secondly, I would like to thank my parents, for the never ending love and support, there is no word that could even possibly express how grateful I am to have them.

I also thank Maulana Arrad, for the continuous love and support throughout the working process of this thesis, for being my inspiration and for lending me his shoulder to cry on during the hard times. He truly is amazing.

Thank you to my best friends, Avita Nadhilah Puteri, Maudy Kusumah, Alya Khansa, Amanda Nadia, Arzalia Nadya, and Karina Nutriansyah, for giving me endless support and cheering me up during the hard times.

I would also like to thank my thesis advisor, Mr. Robert La Are, for his advice and guidance during the thesis work.

Thank you to my english advisor, Mr. Michael Roberts, for the advice and guidance regarding my english.

Last but not least, I would like to express my gratitude to Hotel and Tourism Management 2012, especially Melissa Berlin, Nathania, Omar Praditya, and Christian, for being awesomely supportive friends and for all the ups and downs during our thesis journey.

SWISS GERMAN UNIVERSITY

TABLE OF CONTENTS

Page

STATEMENT BY THE AUTHOR 2
ABSTRACT 3
DEDICATION 5
ACKNOWLEDGEMENTS 6
LIST OF TABLES 11
CHAPTER 1 – INTRODUCTION 12
1.1 Background 12
1.2 Research Problems 14
1.3 Research Objective 14
1.4 Research Questions 14
1.5 Significance of Study 14
1.6 Scope and Limitations 15
1.7 Thesis Structure 15
CHAPTER 2 - LITERATURE REVIEW 16
2.1 Framework of Thinking 16
2.2 Type of Restaurants 17
2.3 Entertainment 18
2.3.1 Music 18
2.4 Customers' Buying Decisions 19
2.4.1 Consumers' Buying Process 20
2.4 Previous Studies 23
2.5 Differences with Previous Research 24
2.6 Research Model 26
2.7 Hypothesis 26
Chapter III – RESEARCH METHODOLOGY 27
3.1 Research Process 27
3.2 Type of Research 28
3.3 Type of Data 28
3.4 Data Collection 28

SWISS GERMAN UNIVERSITY

3.5 Question Design 29
3.6 Population and Sample 31
3.6.1 Population 31
3.6.2 Research Objective 31
3.6.3 Sample 32
3.7 Data Testing 33
3.7.1 Pre-Testing 33
3.7.2 Post Testing 33
3.8 Validity and Reliability 33
3.8.1 Validity 34
3.8.2 Reliability 34
3.9 Data Analysis 34
3.9.1 Simple linear Regression 34
3.9.2 Normality Test 35
3.9.3 Heteroscedasticity Test 35
Chapter IV – RESULTS AND DISCUSSION 36
4.1 Company Profile 36
4.2 Respondent Profile Based on Gender 37
4.2.1 Respondent Profile Based on Age 38
4.2.2 Respondent Profile Based on Occupation 39
4.2.3 Respondent Profile Based on Region 40
4.3. Validity and Reliability 40
4.3.1 Validity Pre – Testing 40
4.3.2 Reliablity Pre – Testing 43
4.4 Validity and Reliability Post-test 44
4.4.1 Validity Post-testing 44
4.4.2 Reliability Post-testing 47
4.4.3 Normality Test 47
4.4.4 Heteroscedasticity 48
4.4.5 Hypotheses Testing 48
4.5 Hypotheses Analysis 50
CHAPTER 5 – CONCLUSIONS AND RECOMMENDATIONS 51
5.1 Conclusions 51
5.1.1 Live Music and Customers' Buying Decisions 51
5.2 Recommendations 51

SGU®
SWISS GERMAN UNIVERSITY

5.2.1 Practical Recommendations 51
5.2.2 Theoretical Recommendations 52
GLOSSARY 53
APPENDICES 55
Source: Author 57
Pictures of Intro Jazz Bistro BSD 60
Questionnaire (Indonesia) 61
REFERENCES 63

SGU®
SWISS GERMAN UNIVERSITY