

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

By

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in

**BUSINESS ADMINISTRATION – HOTEL AND TOURISM MANAGEMENT  
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**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**

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

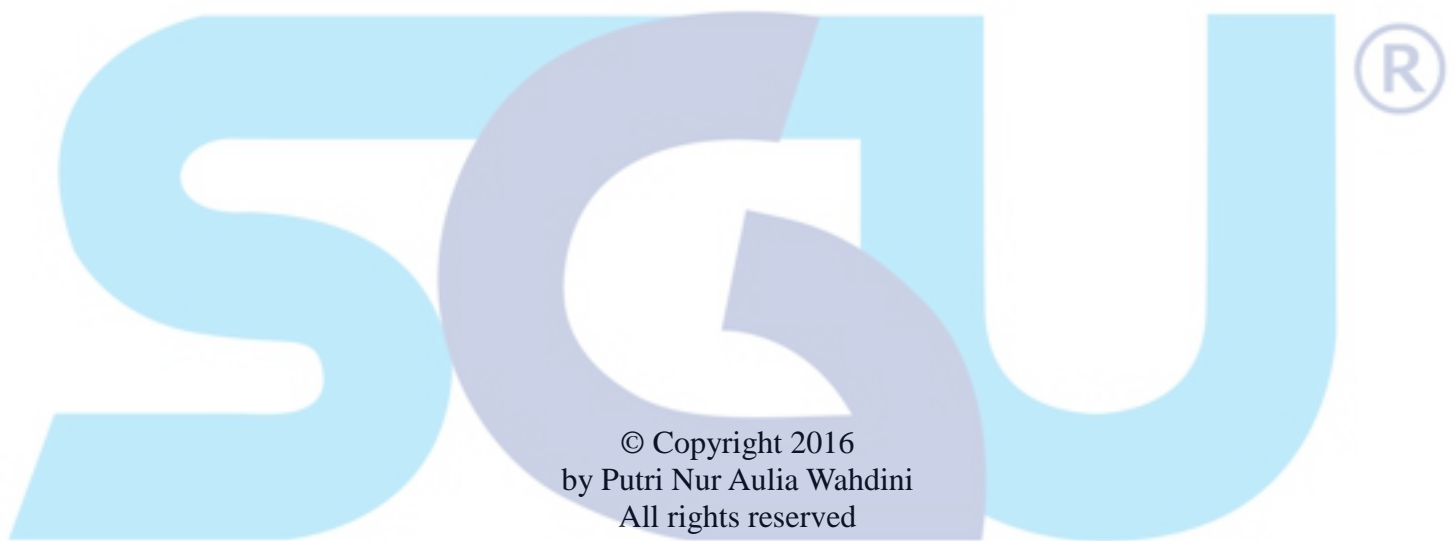
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Entertainment is such an important thing for people nowadays. Live Music is also one type example of enterntainment. The purpose of this research is to find out the impact of Live Music in Intro Jazz Bistro towards the Customers' Buying Decisions. 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.

Keywords: Live Music, Customers' Buying Decisions, Restaurant



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**DEDICATION**

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



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