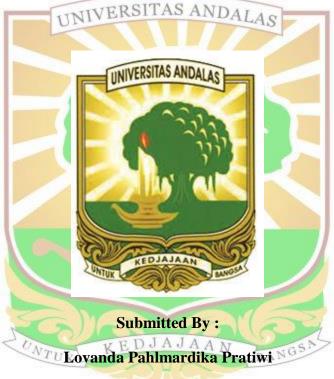# THE INFLUENCE OF FULL SERVICE RESTAURANT ATTRIBUTES AND MILLENNIALS SATISFACTION TOWARDS REVISIT INTENTION OF TRADITIONAL PADANG RESTAURANT

THESIS

Thesis Is Submitted as Partial of The Requirement For a Bachelor Degree Management Department Faculty of Economics Andalas University

Submitted By :

Lovanda Pahlmardika Pratiwi

1510524007

INTERNATIONAL MANAGEMENT DEPARTMENT

FACULTY OF ECONOMICS

ANDALAS UNIVERSITY

PADANG

2019

	Alumni Number at University	**Lovanda Pahlamrdika Pratiwi**	Alumni Number at Faculty

a) Place/Date of Birth: Padang/10 November 1997, b) Parent's Name: Mardefni and Surya Vera Diana, c) Faculty: Economic, d) Major: International Management, e) Student Number: 1510524007, f) Graduation Date: November 23nd, 2019, g) Grade: Very Satisfied, h) GPA: 3,48, i) Length of Study: 4 Years 3 Months, j) Parent's Address: Komplek. Perumahan Unand Blok DIV/01-21, Padang.

THE INFLUENCE OF FULL SERVICE RESTAURANT ATTRIBUTES AND MILLENNIALS SATISFACTION TOWARDS REVISIT INTENTION OF TRADITIONAL PADANG RESTAURANT.

Bachelor Thesis By : Lovanda Pahlamardika Pratiwi
Supervisor: Dr. Yulia Hendri Yeni, SE, MT, Ak.
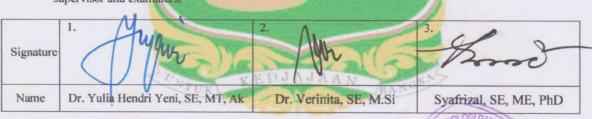
ABSTRACT

The purpose of this research is to exploring the influence of full service restaurant attributes and millennials satisfaction towards revisit intention of Traditional Padang Restaurant as the independent variable, revisit intention as dependent variable Traditional Padang Restaurant, and customer satisfaction as mediating variable. The sample criteria in this research are millennials student in Andalas Univeristy, from age 19-25, which are 2015-2017 range of join university and they could reviewing the variable provided according to proposed frameworks, with sample collected is 225 respondents. The sampling technique of this research is Non-Probability Sampling. This research used questionnaire to collect the data by using exiting likert scare. The data analyzed by using Ms Excel fo characteristic respondent, SPSS 16 for descriptive analysis, and using SmartPLS 3.0 to analyze the indicators and hypothesis. The result of this research indicates that attributes of full service restaurant which are food, service and convenience has a positive and significant influence on customer satisfaction and costumer satisfaction has a positive and significant influence on revisit intention, while attributes of full service restaurant which are price and atmosphere has a negative and insignificant influence on customer satisfaction, and all full service restaurant attributes has a negative and insignificant influence on revisit intention.

Keywords: *Full Service Restaurant Attributes, Millennials Satisfaction, Revisit Intention*

This thesis already examined and passed on October, 16th 2019. This abstract already approved by supervisor and examiners:

	1.	2.	3.
Signature			
Name	Dr. Yulia Hendri Yeni, SE, MT, Ak	Dr. Verinita, SE, M.Si	Syafrizal, SE, ME, PhD

Acknowledgement,
Head of Management Department

Dr. Verinita, SE, M.Si
NIP. 197208262003122004

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