

Pengaruh Service Quality, Price Fairness, Dan Store Atmosphere Terhadap Customer Loyalty Dengan Customer Satisfaction Sebagai Variabel Mediasi (Studi Pada Umkm Alles Coffee Dan Kopitio) = The Effect of Service Quality, Price Fairness, and Store Atmosphere on Customer Loyalty with Customer Satisfaction as a Mediation Variable (Study on Alles Coffee And Kopitio)

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Abstrak

Tren konsumsi kopi yang ada di Indonesia disertai adanya ancaman dengan banyaknya kedai kopi baru yang buka untuk memenangkan persaingan dan mendapatkan pelanggan setia, diperlukan pengembangan baik dari sisi service quality, price fairness dan store atmosphere. Penelitian ini bertujuan untuk melihat adanya pengaruh antara service quality, price fairness dan store atmosphere terhadap customer satisfaction sebagai moderasi terhadap customer loyalty. Penelitian ini menggunakan data primer yang diperoleh melalui penyebaran kuesioner dengan sampel responden yang diperoleh melalui accidental sampling. Populasi dan sampel penelitian ini sejumlah 100 orang yang terbagi dari 50 responden pengunjung Alles Coffee dan 50 responden merupakan pengunjung Kopitio. Kuesioner dalam penelitian ini berbentuk google form yang disebarakan melalui bantuan scan barcode yang disiapkan. Teknik analisis yang digunakan adalah analisis multivariat dengan bantuan aplikasi Smart PLS. Hasil penelitian mendapati jika service quality dan store atmosphere berpengaruh terhadap customer satisfaction pengunjung Alles Coffee dan Kopitio. Sedangkan price fairness tidak berpengaruh signifikan terhadap customer satisfaction pada pengunjung Alles Coffee dan Kopitio. Customer satisfaction berpengaruh positif signifikan terhadap customer loyalty pengunjung Alles Coffee dan Kopitio. Customer satisfaction memediasi hubungan antara service quality dan store atmosphere dengan customer loyalty pada pengunjung Alles Coffee dan Kopitio.

.....The trend of coffee consumption in Indonesia is accompanied by threats with many new coffee shops that open to win the competition and get loyal customers, development is needed both in terms of service quality, price fairness and store atmosphere. This study aims to see the influence between service quality, price fairness and store atmosphere on customer satisfaction as moderation on customer loyalty. This study used primary data obtained through the distribution of questionnaires with a sample of respondents obtained through accidental sampling. The population and sample of this study was 100 people divided into 50 respondents who visited Alles Coffee and 50 respondents who visited Kopitio. The questionnaire in this study is in the form of a google form which is distributed through the help of a barcode scan prepared. The analysis technique used is multivariate analysis with the help of the Smart PLS application. The results of the study found that service quality and store atmosphere affect the customer satisfaction of visitors to Alles Coffee and Kopitio. Meanwhile, price fairness does not have a significant positive effect on customer satisfaction in visitors to Alles Coffee and Kopitio. Customer satisfaction has a significant positive effect on customer loyalty of Visitors to Alles Coffee and Kopitio. Customer satisfaction mediates the relationship between service quality and store atmosphere with customer loyalty to visitors to Alles Coffee and Kopitio.