

ABSTRAK

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KAJIAN KEPUASAN PELANGGAN PADA GERAJ KUPI LIBERICA. STUDI EMPIRIS *BRAND* LIBERICA COFFEE

Penelitian ini bertujuan untuk mengetahui pengaruh empat variabel (*atmosphere*, *employee attitude*, *IT service*, dan *quality*) terhadap *customer satisfaction*, serta pengaruh *customer satisfaction* itu terhadap *customer loyalty* Liberica Coffee di Indonesia. Penelitian dilakukan secara kuantitatif dari sampel 220 pelanggan melalui survei *online* dengan analisis data memakai pendekatan *partial least square* (PLS)-*structural equation modelling* (SEM) dengan aplikasi SmartPLS. Hasil penelitian menunjukkan bahwa empat variabel yang ditentukan memiliki pengaruh positif dan signifikan terhadap *customer satisfaction*, dan *customer satisfaction* memiliki pengaruh positif dan signifikan terhadap *customer loyalty* pada pelanggan Liberica Coffee.

Kata kunci: *customer satisfaction*, *customer loyalty*, *coffee shop*, *atmosphere*, *employee attitude*, *IT service*, *quality*, SEM, PLS, Liberica Coffee

ABSTRACT

The purpose of this study aims to determine the effect of four variables (atmosphere, employee attitude, IT service, and quality) on customer satisfaction, as well as the effect of customer satisfaction on customer loyalty Liberica Coffee in Indonesia. The research was conducted quantitatively from a sample of 220 customers through an online survey with data analysis using partial least square (PLS)-structural equation modeling (SEM) approach with the SmartPLS application. The result from the research showed that the four variables determined had a positive and significant effect on customer satisfaction, and customer satisfaction had a positive and significant effect on customer loyalty to Liberica Coffee customers.

Keywords: customer satisfaction, customer loyalty, coffee shop, atmosphere, employee attitude, IT service, quality, SEM, PLS, Liberica Coffee