

ABSTRACT

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THE INFLUENCE OF PHYSICAL ENVIRONMENT AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY AT D'RAJA COFFEEHUB KNO, MEDAN

(xvi+97 pages; 5 figures; 53 tables; 8 appendices)

In business, there is always a problem approaching and it is the company responsibility to solve each problem so that the customer would be satisfied. This research aimed to find the influence of physical environment and customer satisfaction on customer loyalty at D'raja Coffee Hub KNO, Medan.

Physical evidence is one of the sources that can differentiate one company to competitors. Ambience, design, staff behavior and image would have influence on customer satisfaction and the satisfaction given to the customer would influence on customer loyalty.

In this research, the writer used quantitative research design and IBM SPSS Statistics V.25 application. The sampling technique the writer has used is accidental sampling. The sample size in this research is 51 respondents.

Based on partial t-test, the value of t-count is greater than t-table shows that physical environment has influence on customer loyalty ($2.206 > 2.010$), customer satisfaction has direct influence on loyalty ($9.931 > 2.011$), and based on f-test, physical environment and customer satisfaction simultaneously have influence on loyalty ($144,868 > 3,18$). This research also passed the validity test, reliability test, descriptive statistics, normality test, multicollinearity test, and heteroscedasticity test.

The recommendation for the company is to renovate the design and lighting and train the staff so that it will meet the customer satisfaction and loyalty.

Keywords: Physical Environment, Customer Satisfaction, Customer Loyalty

References: 33 (2016-2021)

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THE INFLUENCE OF PHYSICAL ENVIRONMENT AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY AT D'RAJA COFFEE HUB KNO, MEDAN

(xvi+97 halaman; 5 figur; 53 tabel; 8 lampiran)

Dalam bisnis, selalu ada masalah yang mendekat dan merupakan tanggung jawab perusahaan untuk menyelesaikan setiap masalah agar pelanggan puas. Penelitian ini bertujuan untuk mengetahui pengaruh lingkungan fisik dan kepuasan pelanggan terhadap loyalitas pelanggan pada D'raja Coffee Hub KNO Medan.

Bukti fisik merupakan salah satu sumber yang dapat membedakan satu perusahaan dengan pesaing. Suasana, desain, perilaku dan citra staf akan mempengaruhi kepuasan pelanggan dan kepuasan yang diberikan kepada pelanggan akan mempengaruhi loyalitas pelanggan.

Dalam penelitian ini penulis menggunakan desain penelitian kuantitatif dan aplikasi IBM SPSS Statistics V.25. Teknik pengambilan sampel yang penulis gunakan adalah accidental sampling. Besar sampel dalam penelitian ini adalah 51 responden.

Berdasarkan uji t parsial, nilai t hitung lebih besar dari t tabel menunjukkan bahwa lingkungan fisik berpengaruh terhadap loyalitas pelanggan ($2,206 > 2,010$), kepuasan pelanggan berpengaruh langsung terhadap loyalitas ($9,931 > 2,011$), dan berdasarkan uji f, lingkungan fisik dan kepuasan pelanggan secara simultan berpengaruh terhadap loyalitas ($144,868 > 3,18$). Penelitian ini juga lolos uji validitas, uji reliabilitas, statistik deskriptif, uji normalitas, uji multikolinearitas, dan uji heteroskedastisitas.

Rekomendasi bagi perusahaan adalah merenovasi desain dan pencahayaan serta melatih staf agar memenuhi kepuasan dan loyalitas pelanggan.

Kata Kunci: Lingkungan Fisik, Kepuasan Konsumen, Loyalitas Konsumen

Referensi: 33 (2016-2021)