ABSTRAK

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ANALISIS PENGARUH PHYSICAL QUALITY, STAFF BEHAVIOR, IDEAL SELF-CONGRUENCE, BRAND IDENTIFICATION, LIFESTYLE-CONGRUENCE, TERHADAP BRAND LOYALTY MELALUI CUSTOMER SATISFACTION PADA PELANGGAN NAKOA CAFÉ DI MALANG

(xviii + 132 halaman: 21 gambar, 46 tabel; 9 lampiran)

Nakoa Cafe merupakan kafe yang ada di Malang yang memiliki konsep kekinian dengan desain bangunan memiliki 2 lantai dan memiliki tempat indoor dan outdoor. *Nakoa Café* mulai berdiri sejak Desember 2019 di Malang dan berlokasi di Jln. Bondowoso No.14 Gading Asri, Klojen, Malang. Sejak dibuka *Nakoa Café* sangat populer di kalangan masyrakat Malang sehingga kafe ini hampir tak pernah sepi pengunjung. Pelayanan dari *Nakoa Café* cenderung erat kaitannya dengan kepuasan pelanggan , dan berpengaruh terhadap *brand loyalty* pada pelanggan. Oleh karena itu penelitian ini bertujuan untuk menganalisa pengaruh dari *physical quality, staff behavior, ideal self-congruence, brand identification, lifestyle-congruence, customer satisfaction,* dan *brand loyalty* pada pelanggan *Nakoa Café* di Malang.

Penelitian ini dilakukan merupakan jenis penelitian kausal dengan pendekatan penelitian secara kuantitatif. Obyek penelitian ini adalah *Nakoa Café* di Malang. Pengumpulan data dilakukan dengan memberikan kuesioner secara online kepada setiap *Nakoa Café* di Malang. Teknik pengambilan sampel dilakukan secara *snowball sampling*. Teknik analisis data yang digunakan untuk uji hipotesis adalah *software* SPSS versi 22.0.

Dalam penelitian yang telah dilakukan terdapat hasil yang menunjukkan bahwa *physical quality, staff behavior, ideal self-congruence, brand identification,* dan *lifestyle-congruence* berpengaruh positif signifikan terhadap *customer satisfaction*. Hasil penelitian juga membuktikan bahwa *customer satisfaction* pelanggan *Nakoa Cafe* berpengaruh positif signifikan terhadap *brand loyalty* pada pelanggan *Nakoa Cafe* yang terdapat di Kota Malang.

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Nakoa Cafe is a café in Malang that has a contemporary concept with a building design that has 2 floors and has indoor and outdoor venues.Nakoa Café began to be established in December 2019 in Malang and is located on Jln.Bondowoso No.14 Gading Asri, Klojen, Malang.Since the opening of Nakoa Café is very popular among the people of Malang so that this café is almost never empty of visitors.The service of *Nakoa Café* tends to be closely related to customer satisfaction, and affects brand loyalty to customers.Therefore, this study aims to analyze the influence of *physical quality, staff behavior, ideal self-congruence, brand identification, lifestyle-congruence, customer satisfaction, and brand loyalty* on *Nakoa Café* customers in Malang..

This research is a type of causal research with a quantitative research approach.The object of this study is *Nakoa Café* in Malang.Data collection is done by providing questionnaires online to every *Nakoa Café* in Malang. Sampling techniques are done by snowball sampling. The data analysis technique used for hypothesis testing is SPSS software version 22.0..

In research that has been done there are results that show that *physical quality, staff behavior, ideal self-congruence, brand identification, and lifestyle-congruence* have a significant positive effect on *customer satisfaction.*The results of the study also proved that the *customer satisfaction* of Nakoa Cafe customers had a significant positive effect on *brand loyalty* in Nakoa Cafe customers in Malang City