

ABSTRAK

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ANALISIS *SERVICE QUALITY*, *PRODUCT QUALITY*, LOKASI DAN HARGA TERHADAP *CUSTOMER LOYALTY* DENGAN *CUSTOMER SATISFACTION* SEBAGAI VARIABEL MEDIASI PADA KEDAI KOPI MNO DI JABODETABEK DI MASA PANDEMI

(xiii + 129 halaman: 6 gambar; 31 tabel; 7 lampiran)

Penelitian ini bertujuan untuk mengetahui pengaruh *service quality*, *product quality*, lokasi dan harga terhadap *customer satisfaction* selama masa pandemi dan dampaknya terhadap *customer loyalty* di kedai kopi MNO Jabodetabek. Penelitian ini menggunakan pendekatan kuantitatif dan menggunakan data primer dari 123 responden yang mengisi kuisioner yang seluruhnya merupakan pelanggan kedai kopi MNO di wilayah Jabodetabek. Dengan teknik analisis SEM-PLS yang diolah dengan menggunakan program SmartPLS, hasil analisis penelitian menyimpulkan bahwa *service quality*, *product quality* dan harga berpengaruh signifikan terhadap *customer satisfaction*, sedangkan lokasi kedai kopi tidak berpengaruh terhadap *customer satisfaction*. Sementara *customer satisfaction* juga telah terbukti menjadi faktor yang memiliki dampak signifikan terhadap *customer loyalty*.

Referensi: 46 (1985-2021)

Kata kunci: *service quality*, *product quality*, lokasi, harga, *customer satisfaction*, *customer loyalty*

ABSTRACT

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ANALYSIS OF SERVICE QUALITY, PRODUCT QUALITY, LOCATION AND PRICE ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS A MEDIATION VARIABLE AT MNO COFFEE STORE IN JABODETABEK IN PANDEMIC TIMES

(xiii + 129 pages; 6 pictures; 31 tabels; 7 attachments)

This study aims to determine the effect of service quality, product quality, location and price on customer satisfaction during the pandemic and its impact on customer loyalty at MNO Jabodetabek coffee shops. This study uses a quantitative approach and uses primary data from 123 respondents who filled out a questionnaire, all of whom are customers of MNO coffee shops in the Greater Jakarta area. With the SEM-PLS analysis technique processed using the SmartPLS program, the results of the research analysis conclude that service quality, product quality and price have a significant effect on customer satisfaction, while the location of the coffee shop has no effect on customer satisfaction. Meanwhile, customer satisfaction has also been proven to be a factor that has a significant impact on customer loyalty.

Reference: 46 (1985-2021)

Keywords: service quality, product quality, location, price, customer satisfaction, customer loyalty