ABSTRAK

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ANALISIS PENGARUH *PHYSICAL QUALITY,STAFF BEHAVIOR ,IDEAL SELF CONGRUENCE , BRAND IDENTIFICATION, LIFESTYLE CONGRUENCE*, TERHADAP *BRAND LOYALTY* MELALUI *CUSTOMER SETISFACTION* PADA KOFIBRIK SURABAYA DI TENGGILIS
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Kofibrik adalah warkop yang sudah lama di Surabaya dan memiliki beberapa cabang salah satunya berada di Teringgilis walaupun sudah lama berada di Surabaya tetapi tidak semua masyarakat Surabaya mengetahui Kofibrik ini Khusus nya di Teringgilis .

Penelitian ini bertujuan mencari factor yang berpengaruh terhadap Brand lotalty melalui Customer Satisfaction pelangan Kofibrik Surabaya di Teringgilis . penelitian ini bermanfaat bagi *Entrepreneur* yang ingin mengembangkan bisnisnya khusus untuk membuat para konsumen menjadi loyal terhadap tempat yang dituju untuk kumpul-kumpul bersama dalam jangka waktu yang panjang.

Penelitian ini bersifat kausal dengan metode kuantitatif dengan menggunakan software Amos 22.0 untuk membantu proses pengolahan data primer dari 278 pelanggan Kofibrik Surabaya di Teringgilis yang dikumpulkan dengan teknik Snowball Sampling.

Dalam penelitian ini ditemukan bahwa Loyalitas terhadap suatu tempat dapat terjadi jika seseorang menyukai kumpul (nongrong) bersama teman atau orang-orang terdekat yang paling mempengaruhi dengan urutan terbesar oleh *Pysical Quality,Lifestyle Congruence,Brand Identification,Staff Behavior,*dan *Ideal Self Congruence.* Persemsi seseorangg bahwa tempat yang serba sederhana tetntunya memiliki kualitas yang kurang bagus dan suasana yang tidak nyaman , tetapi Kofibrik berhasil mengatasi hambatan ini sehinga menjadi terobosan dalam membuat tempat yang nyaman,sederhana dan kualitas yang terbaik. Selanjutnya *Customer Satisfaction* memberikan dampah paling signifikan, sehingga pemilih warkop disarankan untuk menjaga tinggkat *Customer Satisfaction* konsumen secukupnya.

Kata Kunci: *Pysical Quality,Staff behavior,Ideal self Congruence,Brand Identification,Lifestyle Congruence,Brand loyalty,Customer satisfaction.*

ABSTRACT

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ANALYSIS OF THE EFFECT OF *PHYSICAL QUALITY, STAFF BEHAVIOR, IDEAL SELF CONGRUENCE, BRAND IDENTIFICATION, LIFESTYLE CONGRUENCE,* ON *BRAND LOYALTY* THROUGH *CUSTOMER SETISFACTION* IN SURABAYA COFIBRIC IN TENGGILIS
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Kofibrik is a warkop that has been in Surabaya for a long time and has several branches, one of which is in Teringgilis, even though it has been in Surabaya for a long time, but not all people in Surabaya know about this Kofibrik, especially in Teringgilis.

This study aims to find factors that influence the Brand lotalty through the Customer Satisfaction of Kofibrik Surabaya customers in Teringgilis.

This research is useful for entrepreneurs who want to develop their business specifically to make consumers loyal to their destination for long-term get-togethers.

This research is causal with quantitative method using Amos 22.0 software to assist the processing of primary data from 278 Kofibrik Surabaya customers in Teringgilis which were collected using the Snowball Sampling technique.

In this study it was found that loyalty to a place can occur if someone likes hanging out with friends or the closest people who influence the most with the greatest order by Physical Quality, Lifestyle Congruence, Brand Identification, Staff Behavior, and Ideal Self Congruence. A person's perception that a place that is all simple certainly has poor quality and an uncomfortable atmosphere, but Kofibrik managed to overcome this obstacle so that it became a breakthrough in making a comfortable, simple and best quality place. Furthermore, Customer Satisfaction has the most significant impact, so that Warkop voters are advised to maintain an adequate level of Customer Satisfaction.

Keywords: **Physical Quality, Staff behavior, Ideal self Congruence, Brand Identification, Lifestyle Congruence, Brand loyalty, Customer satisfaction.**