ABSTRAK

Perkembangan dunia industri makanan dan minuman merupakan salah satu faktor pendorong perekononomian di Indonesia. Bisnis *food & beverage* (kuliner) merupakan usaha yang memiliki banyak ide dan terobosan baru dalam memasarkan beragam jenis makanan dan minumannya. Usaha ini tergolong cukup mudah dilakukan walaupun dengan modal yang kecil, tidak heran jika bisnis ini cukup banyak diminati oleh masyarakat. Di Kota Surabaya banyak terdapat coffee shop dengan variasi menu dan makanan. Salah satu nya adalah coffee shop Janji jiwa. Diketahui bahwa perkembangan dari Café Janji Jiwa sangat pesat beberapa tahun terakhir dengan total penjualan 5 juta cup per bulan sejak 20 juni 2018 berdiri (linkumkm.id). Oleh karena itu hadirnya Janji Jiwa sangat berpengaruh dalam perkembangan industri coffee shop khususnya di Surabaya.

Penelitian ini ditujukan untuk menganalisa pengaruh variabel Service Quality, Social Enjoyment, Social Enjoyment, Cleanness, Aesthetics, dan Cost terhadap Customer Loyalty melalui Customer Satisfaction pelanggan kopi Janji Jiwa di Manyar Surabaya. Sampel yang digunakan pada penelitian ini yaitu berdasarkan data dari 155 responden yang berjenis kelamin laki-laki dan perempuan, berdomisili di Surabaya, dengan batasan usia 18-60 tahun. Kuesioner diberikan kepada responden yang telah telah makan ditempat (die-in), bertransaksi di Café Janji jiwa minimal 2 kali dalam 1 tahun terakhir. Untuk pengolahan dan penganalisaan data dalam penelitian ini menggunakan SPSS 22.0. Selanjutnya, untuk mentabulasi hasil penelitian responden, serta melakukan pengujian model penelitian adalah dengan menggunakan teknik analisis data Structural Equation Model (SEM).

Temuan empiris tersebut mengidikasikan bahwa hubungan Service Quality berpengaruh signifikan terhadap Customer Satisfaction dengan koefisien regresi sebesar 0.514 dengan nilai C.R sebesar 2,749; Social Enjoyment berpengaruh signifikan terhadap Customer Satisfaction dengan koefisien regresi sebesar 0.267 dengan nilai C.R sebesar 4,536; Cleanness berpengaruh signifikan terhadap customer satisfaction dengan koefisien regresi sebesar 0.396 dengan nilai C.R sebesar 2,783; Aesthetics berpengaruh signifikan terhadap customer satisfaction dengan koefisien regresi sebesar 0.407 dengan nilai C.R sebesar 5,114; Cost berpengaruh signifikan terhadap customer satisfaction dengan koefisien regresi sebesar 0.159.dengan nilai C.R sebesar 2,349; customer satisfaction berpengaruh signifikan terhadap Customer Loyalty dengan koefisien regresi sebesar 0.501 dengan nilai C.R sebesar 5,028.

Kata Kunci: Customer Loyalty, Customer Satisfaction, Service Quality, Social Enjoyment, Cleanness, Aesthetics.

ABSTRACT

The development of the food and beverage industry is one of the driving factors for the economy in Indonesia. The food & beverage (culinary) business is a business that has many new ideas and breakthroughs in marketing various types of food and beverages. This business is quite easy to do even with a small capital, it's not surprising that this business is quite in demand by the community. In the city of Surabaya there are many coffee shops with a variety of menus and food. One of them is the Janji Jiwa coffee shop. It is known that the development of Café Janji Jiwa has been very rapid in recent years with a total sales of 5 million cups per month since its establishment on 20 June 2018 (linkumkm.id). Therefore, the presence of Janji Jiwa is very influential in the development of the coffee shop industry, especially in Surabaya.

This study aims to analyze the effect of the variables Service Quality, Social Enjoyment, Social Enjoyment, Cleanness, Aesthetics, and Cost on Customer Loyalty through Customer Satisfaction of Janji Jiwa coffee customers in Manyar Surabaya. The sample used in this study is based on data from 155 respondents who are male and female, domiciled in Surabaya, with an age limit of 18-60 years. Questionnaires were given to respondents who had eaten on the spot (die-in), made transactions at Café Janji Jiwa at least 2 times in the last 1 year. For processing and analyzing data in this study using SPSS 22.0. Furthermore, to tabulate the results of the respondent's research, as well as to test the research model is to use the Structural Equation Model (SEM) data analysis technique.

These empirical findings indicate that the relationship between Service Quality has a significant effect on Customer Satisfaction with a regression coefficient of 0.514 and a CR value of 2.749; Social Enjoyment has a significant effect on Customer Satisfaction with a regression coefficient of 0.267 with a CR value of 4.536; Cleanness has a significant effect on customer satisfaction with a regression coefficient of 0.396 with a CR value of 2.783; Aesthetics has a significant effect on customer satisfaction with a regression coefficient of 0.407 with a CR value of 5.114; Cost has a significant effect on customer satisfaction with a regression coefficient of 0.159. with a CR value of 2.349; customer satisfaction has a significant effect on customer loyalty with a regression coefficient of 0.501 with a CR value of 5.028

Keywords: Customer Loyalty, Customer Satisfaction, Service Quality, Social Enjoyment, Cleanness, Aesthetics.