

## ABSTRAK

Di kota-kota besar, *cafe* sangatlah populer dan berkembang pesat, dimana masyarakat sering meluangkan waktunya untuk berkunjung ke *cafe* untuk makan/minum, beraktifitas maupun bersantai. Bidang usaha ini merupakan salah satu bidang usaha yang masih bertahan dan bahkan berkembang serta merupakan pilihan yang tepat di dalam kondisi perekonomian Indonesia dan perkembangan jumlah penduduk. Domicile Kitchen and Lounge Surabaya menjadi salah satu yang bergerak dibidang tersebut dan memadukan konsep klasik kontemporer dengan tema Urban Lifestyle.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Operant Service Quality* dan *Operand Service Quality* terhadap *Customer Loyalty* melalui *Customer Engagement* dan *Customer Satisfaction*. Manfaat yang diharapkan dari penelitian ini adalah seberapa besar pengaruh *Customer Engagement* dan *Customer Satisfaction* dalam meningkatkan *Customer Loyalty* sehingga akan menciptakan suatu loyalitas pada tiap pengunjung Domicile Kicthen and Lounge di Surabaya.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 125 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, dan pernah makan di Domicile Kitchen and Lounge di Surabaya 2x dalam setahun terakhir.

Hasil penelitian ini menunjukkan bahwa variabel *Operant Service Quality* berpengaruh signifikan terhadap *Customer Engagement* dengan koefisien regresi sebesar 0.639; variabel *Operant Service Quality* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.420; variabel *Operand Service Quality* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.410; variabel *Customer Engagement* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.108; variabel *Operant Service Quality* berpengaruh signifikan terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.11; variabel *Operand Service Quality* berpengaruh signifikan terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.139; variabel *Customer Engagement* berpengaruh signifikan terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.377; variabel *Customer Satisfaction* berpengaruh signifikan terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.517.

**Kata kunci:** *Operant Service Quality*, *Operand Service Quality*, *Customer Engagement*, *Customer Satisfaction*, *Customer Loyalty* dan Domicile Kitchen and Lounge Surabaya.

## ABSTRACT

In big cities, cafes are very popular and rapidly growing, where people often take the time to visit the cafe to eat / drink, doing activity and relaxing. This kind of business is a business that still survive and even growing and a right choice in the condition of Indonesian economy and population growth. Domicile Kitchen and Lounge Surabaya has become one of the best in this kind of business and combines contemporary classic concept with Urban Lifestyle theme.

The purpose of this study was to determine the effect of *Operant Service Quality* and *Operand Service Quality* and the influence of *Customer Engagement* and *Customer Satisfaction* against *Customer Loyalty*. The expected benefits of this research is to know how large the influence of *Customer Engagement* *Customer Satisfaction* so as to increase *Customer Loyalty* that will eventually create a loyalty to each visitor Domicile Kitchen and Lounge.

This study is causal research. The method used in this research is quantitative methods of processing the data using AMOS. Data was collected by distributing questionnaires to 125 respondents which characteristics of male and female respondents aged 18-60 years and have eaten at Domicile Kitchen and Lounge in Surabaya twice in the last one year.

The results showed that *Operant Service Quality* has significant influence to *Customer Engagement* with regression coefficient of 0.639; *Operant Service Quality* has significant influence to *Customer Satisfaction* with regression coefficient of 0.420; *Operand Service Quality* has significant influence to *Customer Satisfaction* with regression coefficient of 0.410; *Customer Engagement* has significant influence to *Customer Satisfaction* with regression coefficient of 0.108; *Operant Service Quality* has significant influence to *Customer Loyalty* with regression coefficient of 0.11; *Operand Service Quality* has significant influence to *Customer Loyalty* with regression coefficient of 0.139; *Customer Engagement* has significant influence to *Customer Loyalty* with regression coefficient of 0.377; and *Customer Satisfaction* has significant influence to *Customer Loyalty* with regression coefficient of 0.517;

**Key Words:** *Operant Service Quality*, *Operand Service Quality*, *Customer Engagement*, *Customer Satisfaction*, *Customer Loyalty* and Domicile Kitchen and Lounge Surabaya.