

ABSTRAK

Pada era sekarang ini, persaingan bisnis mulai menjadi perbincangan yang hangat, terutama persaingan bisnis di industri makanan dan minuman yang makin hari makin ketat. Salah satu restoran yang turut bersaing adalah restoran Pipe & Barrel Dine, Drinks & Chill Surabaya. Pipe & Barrel adalah sebuah restoran yang terdapat di Surabaya, Indonesia yang didirikan oleh seorang finalis ketiga dari MasterChef Indonesia musim kedua, Chef Ken Kurniawan Sutanto. Berkonsep Interior yang merupakan adaptasi dari gaya Amerika Industrial di tahun '70-an, Pipe & Barrel memiliki sudut-sudut yang menarik yang sangat *photogenic*. Adapun tujuan dari penelitian ini adalah untuk mengetahui pengaruh *store atmosphere* terhadap *store loyalty* melalui *customer satisfaction* pada pelanggan Pipe & Barrel Dine, Drinks & Chill di Surabaya.

Penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis *Structural Equation Model* (SEM) dan *software* AMOS 22.0. Kuesioner disebarikan kepada 120 responden sebagai sampel dimana karakteristik responden yakni terdiri dari pria dan wanita rentang usia 18-60 tahun, pelanggan yang berdomisili di Surabaya, dan pernah mengunjungi dan makan di restoran Pipe & Barrel Dine, Drinks & Chill minimal 2 kali dalam 6 bulan terakhir.

Hasil penelitian menunjukkan bahwa *lighting* berpengaruh positif tidak signifikan terhadap *customer satisfaction*, *music background* berpengaruh positif tidak signifikan terhadap *customer satisfaction*, *temperature* berpengaruh positif signifikan terhadap *customer satisfaction*, *aroma* berpengaruh positif tidak signifikan terhadap *customer satisfaction*, *layout sitting* berpengaruh positif tidak signifikan terhadap *customer satisfaction*, *building design* berpengaruh signifikan terhadap *customer satisfaction*, dan *customer satisfaction* berpengaruh signifikan terhadap *store loyalty*.

Kunci: *Store Atmosphere, Lighting, Music Background, Temperature, Aroma, Layout sitting, Building design, Customer satisfaction, Store loyalty.*

ABSTRACT

In today's era, business competition is starting to become a trending topic, especially business competition in the food and beverage industry which is getting tighter. One of the competing restaurants is Pipe & Barrel Dine, Drinks & Chill Surabaya. Pipe & Barrel is a restaurant located in Surabaya, Indonesia, founded by the MasterChef Indonesia season two top three finalist, Chef Ken Kurniawan Sutanto. The restaurant serves various comfort foods such as sandwich, burgers, pasta, and unique blended beverages.

Located in the center of Surabaya city, it is one of the main eating destinations in town. The interior concept is an adaptation of the American Industrial style in the '70s, Pipe and Barrel has fascinating interior design. The objectives of this research is to know the influence of store atmosphere towards store loyalty through customer satisfaction at Pipe and Barrel Dine, Drinks & Chill customer in Surabaya.

This study uses a quantitative approach to the analysis technique of Structural Equation Model (SEM) and the AMOS 22.0 software. The questionnaires were distributed to 120 respondents as a sample in which respondent characteristics consisted of male and female age range 18-60 years old, customers who lived in Surabaya, and had visited and eaten at Pipe & Barrel Dine, Drinks & Chill restaurant at least 2 times in the last 6 months.

The result of this research shows that lighting has positive not significant effect towards customer satisfaction, music background has positive not significant effect towards customer satisfaction, temperature has positive significant effect towards customer satisfaction, aroma has positive not significant effect towards customer satisfaction, sitting layout has positive not significant effect towards customer satisfaction, building design has positive significant effect towards customer satisfaction, and customer satisfaction has positive significant effect towards store loyalty.

Keywords: store atmosphere, lighting, music background, temperature, aroma, sitting layout, building design, customer satisfaction, store loyalty.