ABSTRAK

Penelitian ini ditunjukan untuk mengetahui pengaruh *promotion, search*, dan *experience quality* terhadap *customer loyalty* melalui *emotional value* dan *quality performance value* pada kafe Le Café Gourmand Surabaya.

Sampel yang digunakan pada penelitian ini yaitu konsumen kafe Le Café Gourmand Surabaya yang telah melakukan pembelian di kafe Le Café Gourmand Surabaya lebih dari sekali dalam 6 bulan dan bertempat tinggal di wilayah kota Surabaya dengan jumlah responden sebanyak 125 orang. Untuk pengolahan dan penganalisaan data dalam penelitian ini yaitu dengan menggunakan *Structural Equation Modeling* (SEM) dengan software AMOS 20.0 sebagai *software* untuk mengolah data. Hasil analisis menunjukan bahwa *search quality* dan *experience quality* memiliki pengaruh positif dan signifikan terhadap *customer loyalty* melalui *emotional value* dan *quality performance value*, sedangkan *promotion* memiliki pengaruh positif dan signifikan terhadap *customer loyalty* melalui *quality performance value* akan tetapi promosi memiliki pengaruh positif dan tidak signifikan terhadap *customer loyalty* melalui *emotional value.*

Temuan tesebut mengindikasikan bahwa *experience quality* memiliki pengaruh tertinggi terhadap *customer loyalty* dengan koefesien regresi sebesar 0.61 melalui *emotional value* dan 0.28 melalui *quality performance value*. Berikutnya adalah *search quality* yang memiliki koefesien regeresi sebesar 0.49 melalui *quality performance value* dan 0.22 melalui melalui *emotional value*. Variabel yang terakhir adalah *promotion* dengan koefesien regresi sebesar 0,26 melalui *quality performance value* dan 0.08 melalui *emotional value*.

Kata kunci : *search quality, experience quality, promotion, emotional value, quality performance value* **dan** *customer loyalty*, **Le Café Gourmand Surabaya.**

ABSTRACT

This study aimed to determine the effect of promotion, search, and experience quality on customer loyalty through emotional value and quality performance value at cafe Le Café Gourmand Surabaya.

The sample used in this study are the consumer of cafe Le Café Gourmand Surabaya who have made a purchase in the cafe Le Café Gourmand Surabaya more than once in 6 months and living in the city of Surabaya, the number of respondents were 125 people. For processing and analyzing the data in this study researcher is going to use Structural Equation Modeling (SEM) with AMOS 22.0 software as the software to process the data. The results of analysis showed that the search quality and experience quality have a positive and significant effect on customer loyalty through emotional value and quality performance value, while the promotion has positive and significant effect on customer loyalty through quality performance value, but promotional will have a positive effect and no significant effect on customer loyalty through emotional value.

These findings indicate that experience quality has highest influence on customer loyalty with a regression coefficient of 0.61, through the emotional value and 0:28, through quality performance value. Next is the search quality that has regression coefficients of 0:49 through quality performance value, and 0:22 through emotional value. The last variable is promotion with regression coefficient of 0.26 through quality performance value and 0.08 through the emotional value 0:08.

Keywords: search quality, experience quality, promotion, emotional value, quality performance and customer loyalty value, Le Café Gourmand