

ABSTRAK

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**PENGARUH *BRAND AWARENESS*, *PERCEIVED SERVICED QUALITY*,
PERCEIVED PRODUCT QUALITY, *PHYSICAL ENVIRONMENT*
TERHADAP *CUSTOMER SATISFACTION* DAN DAMPAKNYA
TERHADAP *INTENTION TO REVISIT* PADA TOKO KOPI TUKU**

(xv + 92 halaman; 20 tabel; 9 gambar; 7 lampiran)

Penelitian ini bertujuan untuk menganalisis dampak positif dari *Brand Awareness*, *Perceived Service Quality*, *Perceived Product Quality*, *Physical Environment*, terhadap *Customer Satisfaction* dan dampaknya terhadap *Intention to Revisit* di Toko Kopi Tuku di Jabodetabek. Metode survei digunakan untuk menganalisis hasil penelitian ini dengan pengumpulan data dilakukan melalui kuesioner. Sampel dipilih dengan menggunakan teknik *purposive sampling-judgemental*, dengan jumlah sampel sebanyak 282 responden. Analisis data dilakukan menggunakan pendekatan *Partial Least Square-Structural Equation Modeling* (PLS-SEM). Hasil dari penelitian ini meliputi adanya pengaruh positif dari *Perceived Service Quality*, *Perceived Product Quality* dan *Physical Environment* terhadap *Customer Satisfaction*. Selanjutnya, *Brand Awareness* ditemukan tidak berpengaruh terhadap *Customer Satisfaction*. dan terakhir, *Customer Satisfaction* berpengaruh positif terhadap *Intention to Revisit*.

Kata Kunci: *Perceived Service Quality*, *Perceived Product Quality*, *Physical Environment*, *Customer Satisfaction*, *Intention to Revisit*

Referensi: 61 (2004-2023)

ABSTRACT

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THE INFLUENCE OF BRAND AWARENESS, PERCEIVED SERVICED QUALITY, PERCEIVED PRODUCT QUALITY, PHYSICAL ENVIRONMENT ON CUSTOMER SATISFACTION AND ITS IMPACT ON INTENTION TO REVISIT AT TUKU COFFEE SHOP

(xv + 92 Pages; 20 tables; 9 figures; 7 appendices)

This study aims to analyse the positive impact of Brand Awareness, Perceived Service Quality, Perceived Product Quality, Physical Environment, on Customer Satisfaction and its impact on Intention to Revisit at Toko Kopi Tuku in Jabodetabek. The survey method was used to analyse the results of this study with data collection conducted through questionnaires. The sample was selected using purposive sampling - judgemental technique, with a total sample size of 282 respondents. Data analysis was carried out using the Partial Least Square-Structural Equation Modeling (PLS-SEM) approach. The results of this study include the positive influence of Perceived Service Quality, Perceived Product Quality and Physical Environment on Customer Satisfaction. Furthermore, Brand Awareness was found to have no effect on Customer Satisfaction. and finally, Customer Satisfaction has a positive effect on Intention to Revisit.

Keywords: Perceived Service Quality, Perceived Product Quality, Physical Environment, Customer Satisfaction, Intention to Revisit

Referensi: 61 (2004-2023)