# ABSTRAK

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**PENGARUH *SERVICE QUALITY, STORE ATMOSPHERE, PRICE FAIRNESS* TERHADAP *CUSTOMER LOYALTY* PADA SALLO *COFFEE.***

(XIV + 79 halaman : 21 tabel; 4 gambar ; 3 Lampiran)

Penelitian ini bertujuan untuk mengungkapkan apakah variabel *Service Quality* dengan menggunakan model DINESERV, variabel *Store Atmosphere*, dan variabel *Price Fairness*, mempunyai pengaruh terhadap *Customer Loyalty* baik secara langsung maupun menggunakan variabel *Customer Satisfaction* sebagai mediasinya. Penelitian ini dilakukan pada Sallo *Coffee* yang terletak di Tebet, Kota Jakarta Selatan, dengan responden yang digunakan sebanyak 225 responden. Berdasarkan hasil uji yang dilakukan dapat dinyatakan bahwa variabel *Service Quality* dan *Price Fairness* memiliki pengaruh langsung dengan variabel *Customer Loyalty*. Tetapi tidak pada variabel *Store Atmosphere* yang tidak ditemukannya pengaruh terhadap *Customer Loyalty*. Sedangan variabel *Customer Satisfaction* gagal dalam memediasikan ketiga variabel tersebut dengan variabel *Customer Loyalty*.

Refrensi : 50 (1981 – 2023)

Kata kunci : *Service Quality, DINESERV, Store Atmosphere, Price Fairness, Customer Satisfaction, Customer Loyalty*

# ABSTRACT

Christian Daniel Halomoan Hutagalung (01619220034)

*EFFECT OF SERVICE QUALITY, STORE ATMOSPHERE, PRICE FAIRNESS AGAINT CUSTOMER LOYALTY IN SALLO COFFEE .*

(XIV + 79 pages : 21 table; 4 images ; 3 Attachment)

*This study aims to reveal whether the Service Quality variable using the DINESERV model, Store Atmosphere variable, and Price Fair variable, has an influence on Customer Loyalty both directly and using the Customer Satisfaction variable as mediation. This research was conducted at Sallo Coffee located in Tebet, South Jakarta City, with 225 respondents used. Based on the results of the tests, It can be stated that the Service Quality and Price Fairness have a direct influence with the Customer Loyalty. But not for Store Atmosphere which did not find any influence on Customer Loyalty. Meanwhile, the Customer Satisfaction variable fails to mediate the three variables with the Customer Loyalty variable.*

*Refrence : 50 (1981 – 2023)*

*Keyword : Service Quality, DINESERV, Store Atmosphere, Price Fairness, Customer Satisfaction, Customer Loyalty*