

ABSTRAK

Novenson (01033200011)

ANALISIS VARIABEL-VARIABEL YANG MEMENGARUHI TINGKAT LOYALITAS KONSUMEN *COFFEE SHOP* LOKAL DI INDONESIA

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(xiv + 136 halaman; 15 gambar; 24 tabel; 4 lampiran)

Dalam lingkup bisnis *coffee shop*, loyalitas pelanggan menjadi faktor penting bagi keberlangsungan dan pertumbuhan perusahaan. Namun saat ini, *coffee shop* menghadapi masalah dalam mendapatkan pelanggan yang setia. Hasil dari kuesioner pendahuluan menjelaskan bahwa terdapat 82 dari 104 (78,8%) pengunjung *coffee shop* (lokal dan asing) tidak loyal. Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *value co-creation*, *product quality*, *store atmosphere*, dan *service quality* terhadap *satisfaction*; pengaruh *satisfaction* terhadap *switching cost*, *trust*, dan *loyalty*; pengaruh *switching cost* dan *trust* terhadap *loyalty*; dan pengaruh *satisfaction* terhadap *loyalty* melalui *switching cost* dan *trust*. Sampel yang dituju terdiri dari Anak Panah Kopi, Anomali Coffee, Fore, Janji Jiwa, Kopi Dari Hati, Kopi Kenangan, dan *coffee shop* lokal lainnya. Setelah itu, pengolahan data dilakukan yang terdiri menjadi 4 tahapan yaitu *outlier*, analisa statistik deskriptif, evaluasi model pengukuran (*outer model*), dan evaluasi model struktural (*inner model*) menggunakan *software* SmartPLS4. Hasil yang didapatkan adalah *Value co-creation* tidak memengaruhi *satisfaction*, *product quality* memengaruhi *satisfaction*, *store atmosphere* memengaruhi *satisfaction*, *service quality* memengaruhi *satisfaction*, *satisfaction* memengaruhi *switching cost*, *trust*, dan *loyalty*, *switching cost* memengaruhi *loyalty*, *trust* memengaruhi *loyalty*, *Satisfaction* memengaruhi *loyalty* yang dimediasi oleh *switching cost*, dan *Satisfaction* tidak memengaruhi *loyalty* yang dimediasi oleh *trust*. Hasil dari PLS Predict adalah model memiliki tingkat kekuatan prediksi yang sedang. Hasil dari IPMA menyatakan terdapat beberapa indikator pada area kuadran 1 (perlu difokuskan) yaitu indikator-indikator dari variabel *value co-creation*.

Kata Kunci : Loyalitas, *Value co-creation*, *Coffee shop*, SEM-PLS

Referensi : 115 (1970 – 2023)

ABSTRACT

Novenson (01033200011)

ANALYSIS VARIABLES THAT INFLUENCE THE LEVEL OF CONSUMER LOYALTY IN LOCAL COFFEE SHOPS IN INDONESIA

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In the scope of the coffee shop business, customer loyalty becomes a crucial factor for the sustainability and growth of the company. However, currently, coffee shops are facing challenges in acquiring loyal customers. The preliminary questionnaire results indicate that 82 out of 104 (78.8%) coffee shop visitors (both local and foreign) are not loyal. This research aims to examine and analyze the influence of value co-creation, product quality, store atmosphere, and service quality on satisfaction; the influence of satisfaction on switching costs, trust, and loyalty; the influence of switching costs and trust on loyalty; and the influence of satisfaction on loyalty through switching costs and trust. The targeted sample consists of Anak Panah Kopi, Anomali Coffee, Fore, Janji Jiwa, Kopi Dari Hati, Kopi Kenangan, and other local coffee shops. Subsequently, data processing is conducted in four stages, including outlier detection, descriptive statistical analysis, measurement model evaluation (outer model), and structural model evaluation (inner model) using SmartPLS4 software. The results obtained are that value co-creation does not influence satisfaction, product quality influences satisfaction, store atmosphere influences satisfaction, service quality influences satisfaction, satisfaction influences switching costs, trust, and loyalty, switching costs influence loyalty, trust influences loyalty, satisfaction influences loyalty mediated by switching costs, and satisfaction does not influence loyalty mediated by trust. The PLS Predict results indicate that the model has a moderate level of predictive strength. The IPMA results state that there are several indicators in quadrant 1 (needs attention), namely indicators from the value co-creation variable.

Keywords : *Loyalty, Value co-creation, Coffee shop, SEM-PLS*

Reference : 115 (1970 - 2023)