

## **ABSTRACT**

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### **THE INFLUENCE OF BRAND TRUST, PERCEIVED VALUE, AND CAFE ATMOSPHERE TOWARDS CUSTOMER LOYALTY AT COFFEE DAY CAFE BINJAI**

(xvi + 124 pages; 8 figures; 51 tables; 6 appendixes)

Food and beverage industry has become one of the fastest growing sectors in several countries, especially in Indonesia. In an era where competition is increasingly fierce, maintaining customer loyalty is crucial for business continuity. Cafe is the one of business in the food and beverages industry which not only provide products but also create experiences for customer through a unique atmosphere and excellent services.

The purpose of this research is to analyze the influence of brand trust, perceived value, and cafe atmosphere towards customer loyalty at Coffee Day Cafe Binjai. The research method used in this research is quantitative research, using convenience sampling which the data collected using a questionnaire and was distributed to 97 respondents who were customers that visited Coffee Day Cafe Binjai at least two times in the last six months. The response of the respondents is calculated using the formula of Lemeshow and the data were analysed using SPSS V.29 program.

The data in this research has been pass tested using validity test, reliability test, multicollinearity test, normality test, linearity test, and multiple linear regression. From the hypothesis result in this research brand trust, perceived value, and cafe atmosphere simultaneously have a significant influence towards customer loyalty at Coffee Day Cafe Binjai which has an influence of 43.2% and the remaining 56.8% is influenced by other variables which not included in the research.

Coffee Day Cafe Binjai is recommended to ask for feedback from customers regarding the quality of the product, service, and atmosphere of the cafe. Thus, the perceived value by the customers can be commensurate with what the customers paid and satisfy, which affect the brand trust. Moreover, customer loyalty will be affected, where there is increase in customer's desire to return and repurchase.

**Keywords: Brand Trust, Perceived Value, Cafe Atmosphere, Customer Loyalty**

**References: 77 (2019-2023)**

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*Industri makanan dan minuman telah menjadi salah satu sektor dengan pertumbuhan tercepat di beberapa negara, khususnya di Indonesia. Di era persaingan yang semakin ketat, menjaga loyalitas pelanggan adalah hal krusial bagi keberlangsungan bisnis. Kafe adalah salah satu usaha di bidang industri makanan dan minuman yang tidak hanya menyediakan produk tetapi juga menciptakan pengalaman pelanggan melalui suasana yang unik dan pelayanan.*

*Tujuan dari penelitian ini untuk analisis pengaruh kepercayaan merek, nilai yang dirasakan, dan suasana kafe terhadap loyalitas pelanggan di Coffee Day Cafe Binjai. Metode penelitian yang digunakan dalam penelitian ini adalah penelitian kuantitatif, dengan menggunakan convenience sampling dimana data dikumpulkan dengan menggunakan kuesioner dan disebarkan kepada 97 responden yang merupakan pelanggan yang mengunjungi Coffee Day Cafe Binjai minimal dua kali dalam enam bulan terakhir. Respon responden dihitung dengan menggunakan rumus Lemeshow dan data dianalisis dengan menggunakan program SPSS V.29.*

*Data di penelitian ini telah lulus uji menggunakan uji validitas, uji reliabilitas, uji multikolinearitas, uji normalitas, uji linieritas, dan regresi linear berganda. Dari hasil hipotesis dalam penelitian ini kepercayaan merek, nilai yang dirasakan, dan suasana kafe secara simultan mempunyai pengaruh yang signifikan terhadap loyalitas pelanggan di Coffee Day Cafe Binjai yang mempunyai pengaruh sebesar 43.2% dan sisanya sebesar 56.8% dipengaruhi oleh variable lain yang tidak termasuk ke dalam penelitian.*

*Coffee Day Cafe Binjai disarankan untuk meminta masukan dari pelanggan mengenai kualitas produk, pelayanan, dan suasana kafe. Dengan demikian, nilai yang dirasakan oleh pelanggan dapat sepadan dengan apa yang dibayar dan puas, sehingga mempengaruhi kepercayaan merek. Selain itu, loyalitas pelanggan akan terpengaruh, dimana terjadi peningkatan keinginan pelanggan untuk kembali dan membeli kembali.*

**Kata Kunci: Kepercayaan Merek, Nilai yang Dirasakan, Suasana Kafe, Loyalitas Pelanggan**  
**Referensi: 77 (2019-2023)**