

ABSTRAK

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**PENGARUH *CUSTOMER SATISFACTION*, *CUSTOMER EXPERIENCE*, *PRICE*, DAN *CUSTOMER LOYALTY* TERHADAP *BRAND POWER*:
STUDI EMPIRIS PADA TOKO KOPI TUKU DI JABODETABEK**
(xvi + 72 halaman; 6 gambar; 18 tabel; 1 lampiran)

Penelitian ini bertujuan untuk mengetahui dan memahami apakah nilai kepuasan diri, nilai sosial, kepuasan pelanggan, niat berkunjung kembali dan kualitas layanan mempunyai pengaruh atau hubungan terhadap loyalitas pelanggan Customer Toko Kopi Tuku. Data yang diperoleh berasal dari kelompok sasaran yang meminum kopi tuku dan berdomisili di Jabodetabek. Data diperoleh melalui pengambilan sampel kuesioner. Sampel yang digunakan dalam penelitian ini berjumlah 182 responden yang meminum kopi tuku. Data tersebut kemudian diolah dan dianalisis menggunakan pendekatan Partial Least Squares Structural Equation Modeling (PLS SEM) pada Smartpls 3.0. Pada akhir penelitian ini hipotesis yang diajukan adalah nilai kepuasan diri berpengaruh positif terhadap niat berkunjung kembali, nilai kepuasan diri berpengaruh positif terhadap loyalitas pelanggan, dan nilai sosial berpengaruh positif terhadap niat berkunjung Kembali, yang diberikannya, nilai sosial berpengaruh positif terhadap loyalitas pelanggan, kepuasan pelanggan berpengaruh positif terhadap niat berkunjung kembali, niat berkunjung kembali berpengaruh positif terhadap kepuasan pelanggan, kualitas pelayanan berpengaruh positif terhadap pengaruh niat berkunjung kembali. Dapat diterima dan menurut pengukuran IPMA, variabel kekuatan merek memiliki tingkat kepentingan yang tinggi dan dianggap penting, namun kinerjanya rendah dan dapat ditingkatkan oleh Toko Kopi Tuku untuk meningkatkan loyalitas pelanggan Kopi Tuku.

Kata Kunci: *Customer Experience*, *Customer Loyalty*, *Customer loyalty*, *Price*, *Brand Power*

Refrensi: 55 (2015-2022)

ABSTRACT

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THE INFLUENCE OF CUSTOMER SATISFACTION, CUSTOMER EXPERIENCE, PRICE, AND CUSTOMER LOYALTY ON BRAND POWER: AN EMPIRICAL STUDY AT TUKU COFFEE SHOPS IN JABODETABEK

(xvi + 72 pages; 6 figures; 18 tables; 1 attachment)

This research aims to find out and understand whether the value of self-satisfaction, social value, customer satisfaction, intention to revisit and service quality has an influence or relationship on customer loyalty at Toko Kopi Tuku. The data obtained came from the target group who drink tuku coffee and live in Jabodetabek. Data was obtained through questionnaire sampling. The sample used in this research was 182 respondents who drank tuku coffee. The data was then processed and analyzed using the Partial Least Squares Structural Equation Modeling (PLS SEM) approach in Smartpls 3.0. At the end of this research, the hypothesis proposed is that the value of self-satisfaction has a positive effect on intention to visit again, the value of self-satisfaction has a positive effect on customer loyalty, and social value has a positive effect on intention to return visit, which means that social value has a positive effect on customer loyalty, customer satisfaction. positive influence on intention to return, intention to return visit has positive influence on customer satisfaction, service quality has positive influence on intention to visit again. Acceptable and according to IPMA measurements, the brand strength variable has a high level of importance and is considered important, however its performance is low and can be improved by Toko Kopi Tuku to increase Kopi Tuku customer loyalty.

Keywords: Customer Experience, Customer Loyalty, Customer loyalty, Price, Brand Power

Reference: 55 (2015-2022)