ABSTRAK

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ANALISIS PENGARUH *ASSURANCE, MENU, EXTERNAL ENVIRONMENT, ACCURACY, FOOD QUALITY, RESPONSIVENESS, HYGIENE QUALITY, INTERIOR DESIGN, ATMOSPHERE, PRICE* TERHADAP *CUSTOMER LOYALTY* MELALUI *CUSTOMER SATISFACTION* PADA KAFE X SIDOARJO
(xvi + 240 halaman; xx gambar; xx tabel; xx lampiran)

Pertumbuhan jumlah penduduk seiring dengan bertumbuhnya juga perekonomian di Kota Sidoarjo. Tahun 2022, Kota Sidoarjo meningkatkan perekonomiannya hingga mencapai angka 7 persen. Hal ini dipengaruhi oleh beberapa faktor, salah satunya adalah banyaknya bermunculan UMKM di Sidoarjo. Salah satu UMKM yang banyak bermunculan adalah dibidang Industri makanan dan minuman, yaitu kafe The Rooster Coffee and Company Sidoarjo yang memiliki desain vintage dan berdiri sejak tahun 2018.

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh dari *Assurance, Menu, External Environment, Accuracy, Food Quality, Responsiveness, Hygiene Quality, Interior Design Atmosphere,* dan *Price* terhadap *Customer Loyalty* melalui *Customer Satisfaction* pelanggan The Rooster Coffee and Company di Sidoarjo. Manfaat penelitian ini yaitu untuk memberikan informasi, pengetahuan, dan memperluas wawasan dalam bidang manajemen mengenai variabel yang digunakan dalam penelitian ini.

Dengan menggunakan *snowball sampling*, dari 200 responden di Sidoarjo dikumpulkan dan diolah dengan bantuan *software* AMOS versi 22.0 dengan menggunakan *Structural Equation Model* (SEM).

Hasil penelitian menunjukkan bahwa variabel *Assurance, External Environment, Accuracy, Food Quality, Responsiveness, Hygiene Quality, Atmosphere,* dan *Price* secara signifikan dan positif mempengaruhi *Customer Satisfaction*, kecuali variabel *Menu* dan *Interior Design* yang tidak secara signifikan mempengaruhi *Customer Satisfaction*. Hasil peneliitian selanjutnya menunjukkan bahwa *Customer Satisfaction* memiliki pengaruh yang positif signifikan terhadap *Customer Loyalty*.

Kata Kunci: Assurance, Menu, External Environment, Accuracy, Food Quality, Responsiveness, Hygiene Quality, Interior Design Atmosphere, Price, Customer Loyalty, Customer Satisfaction

ABSTRACT

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ANALYSIS OF THE INFLUENCE OF *ASSURANCE, MENU, EXTERNAL ENVIRONMENT, ACCURACY, FOOD QUALITY, RESPONSIVENESS, HYGIENE QUALITY, INTERIOR DESIGN, ATMOSPHERE, PRICE* ON *CUSTOMER LOYALTY* THROUGH *CUSTOMER SATISFACTION* ON CAFE X SIDOARJO
(xvi + 240 pages; xx figure; xx tables; xx attachments)

Population growth is in line with the growth of the economy in Sidoarjo City. In 2022, Sidoarjo City will increase its economy by 7 percent. This is influenced by several factors, one of which is the large number of MSMEs emerging in Sidoarjo. One of the MSMEs that has emerged is in the food and beverage industry, namely The Rooster Coffee and Company Sidoarjo which has a vintage design and was founded in 2018.

The purpose of this research is to determine the influence of Assurance, Menu, External Environment, Accuracy, Food Quality, Responsiveness, Hygiene Quality, Interior Design Atmosphere, and Price on Customer Loyalty through Customer Satisfaction of customers of The Rooster Coffee and Company in Sidoarjo. The benefit of this research is to provide information, knowledge and broaden insight in the field of management regarding the variables used in this research.

Using snowball sampling, 200 respondents in Sidoarjo were collected and processed with the help of AMOS version 22.0 software using the Structural Equation Model (SEM).

The research results show that the variables Assurance, External Environment, Accuracy, Food Quality, Responsiveness, Hygiene Quality, Atmosphere, and Price significantly and positively influence Customer Satisfaction, except for the Menu and Interior Design variables which do not significantly influence Customer Satisfaction. The research results further show that Customer Satisfaction has a significant positive influence on Customer Loyalty.

Key Words: Assurance, Menu, External Environment, Accuracy, Food Quality, Responsiveness, Hygiene Quality, Interior Design Atmosphere, Price, Customer Loyalty, Customer Satisfaction