ABSTRAK

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ANALISIS PENGARUH *PRODUCT QUALITY, SERVICE QUALITY, PRICE FAIRNESS, STORE ATMOSPHERE,* DAN *EVENT QUALITY* TERHADAP *CUSTOMER LOYALTY* DI BENGKEL SPACE SCBD
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(xvi + 77 halaman; 34 gambar; 8 tabel; 1 rumus; 3 lampiran)

Hiburan malam telah menjadi gaya hidup di Jakarta, terutama dalam industri bar seperti Bengkel Space SCBD. Sebelum Bengkel Space beroperasi didaerah tersebut ditempat yang sama tiga kali mengganti bar dengan tema yang berbeda sehingga dalam upaya menjaga eksistensi, Bengkel Space perlu memahami faktor – faktor yang mempengaruhi loyalitas pelanggan. Dalam lingkungan yang kompetitif, Bengkel Space perlu memahami faktor-faktor yang memengaruhi loyalitas pelanggan, seperti kualitas produk, pelayanan, harga, suasana toko, dan kualitas acara. Tujuan penelitian ini adalah menganalisis hubungan antara variabel tersebut terhadap kepuasan pelanggan dan loyalitas pelanggan. metode yang digunakan adalah metode kuantitatif dengan regresi linear berganda. Data diperoleh dengan menyebarkan kuesioner kepada pelanggan Bengkel space SCBD. Pengolahan statistik dilakukan dengan menggunakan aplikasi SPSS 26. Hasil pengolahan menunjukkan seluruh hipotesis didukung secara statistik dengan $t_{hitung} > t_{tabel}$, $F_{hitung} > F_{tabel}$, dan *significance* $< 0,05$. Hasil ini menandakan bahwa seluruh faktor terbukti secara positif dan signifikan mempengaruhi loyalitas pelanggan, melalui kepuasan pelanggan.

Kata Kunci : Loyalitas Pelanggan, Kepuasan Pelanggan, SPSS 26, Industri Bar
Referensi   : 18 (1988-2023)

ABSTRACT

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ANALYZING THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY, PRICE FAIRNESS, STORE ATMOSPHERE, AND EVENT QUALITY ON CUSTOMER LOYALTY AT BENGKEL SPACE SCBD
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Nightlife has become a lifestyle in Jakarta, especially in the bar industry such as Bengkel Space SCBD. Because before Bengkel Space operated in that area, there had already been three bars with different themes in the same place. Therefore, in an effort to maintain its existence, Bengkel Space needs to understand the factors that influence customer loyalty. In a competitive environment, Bengkel Space needs to understand the factors that influence customer loyalty, such as product quality, service, price, store atmosphere, and event quality. The purpose of this study is to analyze the relationship between these variabel to customer loyalty mediated by customer satisfaction. The research method used is quantitave, with multiple linear regresion. Statistical testing was conducted using SPSS 26. The results indicate that all hypotheses are statistically supported with t-count > t-table, F-count > F-table, and significance <0.05. These results indicate that all factors are proven to be positively and significantly influencing customer loyalty, through customer satisfaction.

Keywords   : Customer Loyalty, Customer Satisfaction, SPSS 26, Bar Industry
Reference   : 18 (1988-2023)