

ABSTRAK

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ANALISIS PENGARUH SERVICE QUALITY, SOCIAL ENJOYMENT, CLEANNESS, AESTHETICS, DAN COST TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION PADA PELANGGAN KEDAI TWENTIES DI MANADO

(xi + 153 halaman: 29 gambar, 43 tabel, 4 lampiran)

Wabah COVID-19 yang muncul pada tahun 2020 telah menyebabkan perubahan signifikan dalam banyak aspek kegiatan manufaktur, mulai dari tren hingga strategi perusahaan, bahkan perilaku konsumen. Di Indonesia, dampaknya terasa kuat di berbagai industri yang mengalami goncangan besar, bahkan beberapa tidak mampu bertahan. Namun, di tengah semua itu, ada beberapa sektor industri yang berhasil bertahan meskipun terpaksa melakukan pemangkasan biaya, termasuk biaya produksi dan gaji karyawan. Salah satu contohnya adalah industri makanan dan minuman, khususnya kedai kopi, yang terus bertahan di masa pandemi.

Kopi, minuman yang sangat populer, berasal dari biji kopi yang dipanggang dan dihasilkan dari tanaman *coffea*. Salah satu kedai yang muncul di pertengahan tahun 2021 dengan konsep kafe yang menawarkan berbagai jenis kopi, camilan, makanan, dan minuman non-kopi adalah Kedai Twenties, yang telah menjadi pilihan favorit bagi berbagai kalangan di Manado.

Penelitian ini memiliki tujuan untuk memahami dampak *Service Quality*, *Social Enjoyment*, *Cleanness*, *Aesthetics*, dan *Cost* terhadap *Customer Loyalty* melalui *Customer Satisfaction*. Metode penelitian yang digunakan adalah pendekatan kausalitas. Dalam melakukan penelitian ini, pendekatan kuantitatif dipilih, dengan merujuk pada referensi yang dapat melakukan analisis simultan yang terkait dengan model penelitian multivariabel, yaitu Structural Equation Model (SEM) menggunakan perangkat lunak AMOS. Data untuk penelitian ini dikumpulkan melalui penyebaran kuesioner kepada 105 responden. Karakteristik responden termasuk baik pria maupun wanita, berusia antara 18 hingga 60 tahun, tinggal di Kota Manado, dan telah mengunjungi Kedai Twenties minimal 2-3 kali dalam 6 bulan terakhir.

Hasil penelitian ini menunjukkan bahwa variabel *Service Quality* tidak berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.670; variabel *Social Enjoyment* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.271; variabel *Cleanness* tidak berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.020; variabel *Aesthetics* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.404; variabel *Cost* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.539; variabel *Customer Satisfaction* berpengaruh signifikan terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.808.

Kata Kunci: *Service Quality*, *Social Enjoyment*, *Cleanness*, *Aesthetics*, *Cost*, *Customer satisfaction*, dan *Customer Loyalty*.

Referensi: 28 (2011 – 2023)

ABSTRACT

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(xi + 153 pages: 29 figures, 43 tables, 4 attachments)

The COVID-19 outbreak that emerged in 2020 has caused significant changes in many aspects of manufacturing activities, from trends to company strategies, even consumer behavior. In Indonesia, the impact was felt strongly in various industries that experienced major shocks, some of which were even unable to survive. However, amidst all this, there are several industrial sectors that have managed to survive despite being forced to cut costs, including production costs and employee salaries. One example is the food and beverage industry, especially coffee shops, which continues to survive during the pandemic.

Coffee, a very popular drink, comes from roasted coffee beans and is produced from the coffee plant. One of the shops that appeared in mid-2021 with a cafe concept that offers various types of coffee, snacks, food and non-coffee drinks is Kedai Twenties, which has become a favorite choice for various groups in Manado.

This research aims to understand the impact of Service Quality, Social Enjoyment, Cleanness, Aesthetics, and Cost on Customer Loyalty through Customer Satisfaction. The research method used is a causality approach. In conducting this research, a quantitative approach was chosen, referring to references that can carry out simultaneous analysis related to multivariable research models, namely the Structural Equation Model (SEM) using AMOS software. Data for this research was collected by distributing questionnaires to 105 respondents. Respondent characteristics included both men and women, aged between 18 and 60 years, lived in Manado City, and had visited Kedai Twenties at least 2-3 times in the last 6 months.

The results of this research indicate that the Service Quality variable has no significant effect on Customer Satisfaction with a regression coefficient of 0.670; the Social Enjoyment variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.271; the Cleanness variable has no significant effect on Customer Satisfaction with a regression coefficient of 0.020; the Aesthetics variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.404; the Cost variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.539; The Customer Satisfaction variable has a significant effect on Customer Loyalty with a regression coefficient of 0.808.

Keywords: Service Quality, Social Enjoyment, Cleanness, Aesthetics, Cost, Customer Satisfaction, and Customer Loyalty.

Reference: 28 (2011 – 2023)