

ABSTRAK

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ANALISIS ANALISIS ROLE OF SERVICE INNOVATION ON BUSINESS CUSTOMER PERFORMANCE AND LOYALTY PADA PELANGGAN MIXUE ICE CREAM AND TEA DI SIDOARJO.

(153 halaman: gambar, table, lampiran)

Seiring dengan pertumbuhan pesat industri makanan dan minuman di Indonesia, persaingan juga semakin ketat, memaksa perusahaan-perusahaan untuk memperhatikan faktor-faktor yang memengaruhi kepuasan dari pelanggan. Di tengah perubahan preferensi konsumen yang kini mempertimbangkan pengalaman keseluruhan, inovasi dalam layanan menjadi kunci untuk membedakan diri dari pesaing.

Tujuan dari penelitian ini adalah untuk menganalisis variabel-variabel yang mempengaruhi kepuasan pelanggan, antara lain *Customer-Oriented Innovative Service*, *Technology-Oriented Innovative Service*, dan *Co-creation-Oriented Innovative Service* pada *Customer Performance* dan *Recommendation* pada Mixue Ice Cream & Tea di Sidoarjo. Manfaat dari penelitian ini adalah untuk mengetahui pengaruh layanan inovasi terhadap kepuasan pelanggan.

Penelitian ini menggunakan metode kuantitatif dan menggunakan teknik *non-probability sampling*. Jenis teknik yang digunakan untuk mendapatkan data adalah *snowball sampling* dan diolah menggunakan *software* AMOS versi 24.0. Kuesioner disebarakan kepada 100 responden dengan karakteristik responden berjenis kelamin pria maupun wanita, berusia 18-60 tahun, berdomisili di Sidoarjo, pernah mengunjungi dan membeli produk dari Mixue Ice Cream & Tea di Sidoarjo dalam 6 bulan terakhir.

Hasil penelitian ini menunjukkan bahwa variabel *Customer-Oriented Innovative Service* berpengaruh positif tetapi tidak signifikan terhadap *Customer Performance* dengan koefisien regresi sebesar 0,161; variabel *Technology-Oriented Innovative Service* berpengaruh positif tetapi tidak signifikan terhadap *Customer Performance* dengan koefisien regresi sebesar 0,307; variabel *Co-creation-Oriented Innovative Service* berpengaruh positif tetapi tidak signifikan terhadap *Customer Performance* dengan koefisien regresi sebesar 0,499.

Kata Kunci: *Customer Oriented Innovative Service, Technology Oriented Innovative Service, Co-creation Oriented Innovative Service Customer Performance dan Recommendation.*

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Along with the rapid growth of the food and beverage industry in Indonesia, competition has also intensified, forcing companies to pay attention to factors that influence customer satisfaction. Amidst changing consumer preferences that now consider the overall experience, innovation in service is key to differentiating oneself from competitors.

The purpose of this study was to analyze the variables that affect customer satisfaction, including Customer-Oriented Innovative Service, Technology-Oriented Innovative Service, and Co-creation-Oriented Innovative Service on Customer Performance and Recommendation at Mixue Ice Cream & Tea in Sidoarjo. The benefit of this research is to determine the effect of innovation services on customer satisfaction.

This research uses quantitative methods and uses non-probability sampling techniques. The type of technique used to obtain data is snowball sampling and processed using AMOS software version 24.0 The questionnaire was distributed to 100 respondents with the characteristics of male and female respondents, aged 18-60 years, domiciled in Sidoarjo, have visited and purchased products from Mixue Ice Cream & Tea in Sidoarjo in the last 6 months.

The results of this study indicate that the Customer-Oriented Innovative Service variable has a positive but not significant effect on Customer Performance with a regression coefficient of 0.161; the Technology-Oriented Innovative Service variable has a positive but not significant effect on Customer Performance with a regression coefficient of 0.307; the Co-creation-Oriented Innovative Service variable has a positive but not significant effect on Customer Performance with a regression coefficient of 0.499.

Key Word: *Customer Oriented Innovative Service, Technology Oriented Innovative Service, Co-creation Oriented Innovative Service Customer Performance dan Recommendation.*