

## ABSTRAK

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### **ANALISIS PENGARUH SERVICE QUALITY, ATMOSPHERE, PRICE TERHADAP CUSTOMER SATISFACTION YANG PADA AKHIRNYA TERHADAP CUSTOMER LOYALTY PELANGGAN DJOURNAL COFFEE DI SURABAYA**

(xv + 107 halaman; 16 gambar; 35 tabel; 11 lampiran)

Perkembangan pariwisata di Indonesia pada saat ini telah berkembang menjadi industri yang memiliki peran penting dalam perekonomian. Seperti yang kita ketahui salah satu dari industri pariwisatanya berkembang di bidang kuliner, yang dimana sebagian besar pengeluaran wisatawan untuk kuliner. Tujuan utama penelitian ini adalah meneliti *customer satisfaction* dan *customer loyalty* pada Djournal Coffee dengan variabel yang mempengaruhi yaitu *service quality*, *atmosphere* dan *price*. Manfaat dari penelitian ini adalah untuk menambah wawasan khususnya dalam bidang manajeme untuk mengetahui seberapa besar pengaruh dari *service quality*, *atmosphere* dan *price* sehingga dapat meningkatkan *customer satisfaction* dan *customer loyalty*.

Penelitian ini merupakak penelitian yang bersifat kausal dengan menggunakan metode kuantitatif dan diolah dengan bantuan program statistic yaitu AMOS versi 22.0. Pengumpulan data dilakukan dengan penyebaran kuesioner menggunakan teknik snowball sampling kepada 100 responden dengan karakteristik responden yaitu wanita dan pria, berusia 18 – 60 tahun masa dewasa dini, bertempat tinggal di Surabaya, pernah membeli dan mengkonsumsi (dine-in) di Djournal Coffee lebih dari dua kali dalam enam bulan terakhir.

Hasil penelitian membuktikan bahwa *service quality*, *store atmosphere*, dan *price fairness* berpengaruh positif signifikan terhadap *satisfaction*. Hasil penelitian juga menjelaskan bahwa *satisfaction* berpengaruh positif terhadap *loyalty* konsumen Djournal Coffee.

Referensi: 51 (2001-2020).

## **ABSTRACT**

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### **ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY, ATMOSPHERE, PRICE ON CUSTOMER SATISFACTION WHICH ULTIMATELY ON CUSTOMER LOYALTY OF DJOURNAL COFFEE CUSTOMERS IN SURABAYA**

(xv + 107 pages; 16 figures; 35 tables; 11 attachment)

The development of tourism in Indonesia has currently developed into an industry that has an important role in the economy. As we know, one of the tourism industries is developing in the culinary sector, where the majority of tourist spending is on culinary delights. The main objective of this research is to examine customer satisfaction and customer loyalty at djournal coffee with the influencing variables, namely service quality, atmosphere and price. The benefit of this research is to increase insight, especially in the field of management, to find out how big the influence of service quality, atmosphere and price is so that it can increase customer satisfaction and customer loyalty.

This research is causal research using quantitative methods and processed with the help of a statistical program, namely AMOS version 22.0. Data collection was carried out by distributing questionnaires using the snowball sampling technique to 100 respondents with the characteristics of the respondents, namely women and men, aged 18 - 60 years of early adulthood, residing in Surabaya, having purchased and consumed (dine-in) at Djournal Coffee more than two times in the last six months.

The research results prove that service quality, store atmosphere, and price fairness have a significant positive effect on satisfaction. The research results also explain that satisfaction has a positive effect on Djournal Coffee consumer loyalty.

References: 51 (2001-2020).