

## **ABSTRACT**

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### **THE INFLUENCE OF CUSTOMER SATISFACTION TOWARDS CUSTOMER LOYALTY AT AMERGENCY BAR MEDAN**

(xvi + 64 pages; 7 figures; 31 tables; 6 appendices)

This research objective is to discover whether customer satisfaction have influence toward customer loyalty at Amergency Bar Medan.

Satisfied customers tend to repurchase products and become loyal customers, and they are positively engaged in giving recommendations to other customers and less sensitive to price. Moreover, once customers are satisfied with a product or brand, they are more likely to recommend the brand to others, and are more likely to repeatedly purchase that product instead of switching to other alternative brands.

The research designs used in this research are descriptive research and causal research. Based on convenience sampling, 94 people of customer at Amergency Bar Medan are taken as the number of samples. The data analysis method include: validity test, reliability test, descriptive statistic, normality test, determination test, linear regression equation, and hypothesis t-test.

Based on the data analysis, the coefficient of linear regression = 0.836 (positive). This means that customer satisfaction (X) has positive influence towards customer loyalty (Y). The result of hypothesis T-test shows that customer satisfaction has influence on customer loyalty at Amergency Bar Medan.

The company is suggested to give a special promotion or reward for loyal customers through various loyalty programs, such as: special discount, item, special food and beverage or special service. This condition can be increased in the future by consider the indicators of customer satisfaction, including service quality, food quality, bar atmosphere, entertainment provided, etc.

**Keywords: customer satisfaction, customer loyalty, Amergency Medan**

References: 26 (2016-2021)

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### **PENGARUH KEPUASAN PELANGGAN TERHADAP LOYALITAS PELANGGAN DI AMERGENCY BAR MEDAN**

(xvi + 64 halaman; 7 gambar; 31 tabel; 6 lampiran)

*Penelitian ini bertujuan untuk mengetahui jika kepuasan pelanggan memiliki pengaruh terhadap loyalitas pelanggan di Amergency Bar Medan.*

*Pelanggan yang puas cenderung melakukan pembelian ulang terhadap produk dan menjadi pelanggan yang setia, dan mereka juga memberikan komentar yang positif dalam merekomendasikan ke pelanggan lainnya dan kurang sensitif terhadap harga. Selain itu, ketika pelanggan merasa puas dengan suatu produk atau merek, mereka cenderung merekomendasikan merek tersebut kepada orang lain dan cenderung melakukan pembelian ulang daripada harus mengganti merek lain atau mencari alternatif merek lain.*

*Desain penelitian yang digunakan adalah penelitian deskriptif dan penelitian kausal. Berdasarkan metode convenience sampling, 94 orang pelanggan Amergency Bar Medan digunakan sebagai sampel penelitian. Metode analisis data yang digunakan adalah: uji validitas, uji reliabilitas, deskriptif statistik, uji normalitas, uji determinasi, persamaan regresi linear, dan uji hipotesis t-test.*

*Berdasarkan data analisis, koefisien regresi linear = 0.836 (positif). Hal ini berarti kepuasan pelanggan (X) memiliki pengaruh terhadap loyalitas pelanggan (Y). Hasil uji hipotesis uji-t menunjukkan bahwa kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan di Amergency Bar Medan.*

*Perusahaan disarankan untuk memberikan promo spesial atau penghargaan kepada pelanggan yang loyal melalui program loyalitas, seperti: spesial diskon, barang, makanan dan minuman spesial atau layanan spesial. Kondisi ini dapat ditingkatkan lagi di masa yang akan datang dengan memperhatikan indikator kepuasan pelanggan, seperti: kualitas layanan, kualitas makanan, atmosfer bar, hiburan yang disediakan, dan sebagainya.*

**Kata Kunci:** *Kepuasan Pelanggan, Loyalitas Pelanggan, Amergency Bar Medan*

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