

## ABSTRAK

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### **PENGARUH *CUSTOMER SATISFACTION* TERHADAP *CUSTOMER LOYALTY* PADA GERAI KOPI TUKU**

Pada penelitian ini penulis bertujuan untuk mengetahui 3 (tiga) variable independen yaitu *service quality* yang terdiri dari 5 (lima) dimensi yaitu *tangible*, *assurance*, *empathy*, *reliability* dan *responsiveness*. Kedua variabel lainnya yaitu *price fairness* dan *store atmosphere* yang berpengaruh pada *customer satisfaction* serta kaitannya dengan *customer loyalty* pada gerai Kopi TUKU di wilayah Jabodetabek. Jenis penelitian yang digunakan merupakan penelitian kuantitatif dari 160 sampel yang didapat dari survey online. Metode analisa yang digunakan adalah *Partial Least Square Structural Equation Modelling* (PLS SEM) dan aplikasi yang digunakan adalah SmartPLS. Hasil penelitian menunjukkan bahwa 3 (tiga) variable independent *service quality*, *price fairness* dan *store atmosphere* berpengaruh positif terhadap variable mediasi *customer satisfaction* dan berpengaruh pada variable dependen yaitu *customer loyalty* pada gerai Kopi TUKU.

**Kata Kunci** : *service quality*, *price fairness*, *store atmosphere*, *dimension*, *customer satisfaction*, *customer loyalty*, *coffee shop*, PLS SEM, Smart PLS.

## ***ABSTRACT***

The purpose of this study is to determine three independent variable which first variable is service quality which consist of five dimension, tangible, assurance, empathy, reliability and responsiveness. The other two independent variable are price fairness and store atmosphere that affect to customer satisfaction and interaction to customer loyalty on gerai Kopi TUKU in Jabodetabek area. The type of research used is quantitative research from 160 samples obtained from online surveys. The analytical method used is Partial Least Square Structural Equation Modeling (PLS SEM) and the application used is SmartPLS. The results showed that 3 (three) independent variables service quality, price fairness and store atmosphere had a positive effect on the mediating variable of customer satisfaction and had an effect on the dependent variable, namely customer loyalty at gerai Kopi TUKU.

**Keywords** : service quality, price fairness, store atmosphere, dimension, customer satisfaction, customer loyalty, coffee shop, PLS SEM, Smart PLS.