

## **ABSTRACT**

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**THE INFLUENCE OF FOOD QUALITY, SERVICE QUALITY,  
ATMOSPHERICS, OTHER CUSTOMERS TOWARD CUSTOMERS  
POSITIVE EMOTIONS AND CUSTOMERS LOYALTY AT KYIV CAFE  
IN BINJAI**

(xvii+135 pages; 26 figures; 54 tables; 6 appendices)

In the age of millennials, cafes have become a favorite spot not only to solely have meals but also to have some relaxation and leisure time. Millennials like to spend time with their friends in a good cafe, this is because the cafe itself has become a comfortable way to get rid of boredom and has certainly become a lifestyle. It is important for KYIV Cafe Binjai as one of the leading cafes in Binjai to maintain and increase the customer loyalty of KYIV Cafe customers in order to lead the market amid increasingly fierce competition.

Primary and secondary data are used in this research, th questionnaires are distributed to KYIV Cafe Binjai customers, who at least visited KYIV Cafe Binjai twice in the last six months before the questionnaire is distributed. Data is measured by validity and reliability test. The sampling method used in this study is non-probability sampling method, specifically snowball sampling. The gathered data is analyzed using SPSS 25.0 and the research model is being tested using normality, heteroscedasticity, multicollinearity, and linearity test. The data is also tested with multiple linear regression and coefficient of determination test, and hypothesis test are done with F-Test, T-Test, and Sobel Test.

The purpose of this study is to evaluate which Food Quality, Service Quality, Atmospherics, and Other Customers have the greatest influence on Customers' Positive Emotions and Customers Loyalty to KYIV Cafe Binjai and whether have significant influence. The study has indicated that Food Quality, Service Quality, and Atmospherics are having significant influence toward Customers' Positive Emotions toward KYIV Cafe Binjai partially and simultaneously. Other Customers aren't having significant influence toward Customers' Positive Emotions partially but simultaneously. Also, Customers' Positive Emotions toward KYIV Cafe Binjai is having significant influence toward Customers Loyalty to KYIV Cafe Binjai both partially and simultaneously. Customer Positive Emotions also mediate the effect of food quality, service quality, atmospherics, and other customers, on customer loyalty in KYIV Cafe Binjai customers.

**Keywords: Food Quality, Service Quality, Atmospherics, Other Customers, Customers Positive Emotions, Customers Loyalty.**

References: 50 (1986-2021)

## **ABSTRAK**

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**PENGARUH KUALITAS MAKANAN, KUALITAS PELAYANAN, ATMOSFERIS, DAN KONSUMER LAIN TERHADAP EMOSI POSITIF KONSUMER DAN LOYALITAS KONSUMER DI KYIV CAFÉ DI BINJAI**

(xvii+135 halaman; 26 gambar; 54 tabel; 6 lampiran)

*Di era milenial, kafe menjadi tempat favorit tidak hanya untuk sekedar makan, tetapi juga untuk bersantai dan waktu luang. Milenial suka menghabiskan waktu bersama teman-teman di kafe yang bagus, hal ini karena kafe sudah menjadi cara yang nyaman untuk menghilangkan kebosanan dan tentunya sudah menjadi gaya hidup. Penting bagi KYIV Cafe Binjai sebagai salah satu cafe yang memimpin di Binjai dalam meningkatkan&mempertahankan loyalitas konsumen KYIV Cafe Binjai agar dapat memimpin pasar di tengah persaingan yang ketat.*

*Data primer dan data sekunder digunakan dalam penelitian ini, kuesioner disebarkan kepada pelanggan KYIV Cafe Binjai, yang setidaknya mengunjungi KYIV Cafe Binjai dua kali dalam enam bulan terakhir sebelum kuesioner dibagikan. Data diukur dengan uji validitas dan reliabilitas. Metode pengambilan sampel yang digunakan dalam penelitian ini adalah metode non-probability sampling, khususnya snowball sampling. Data yang terkumpul dianalisis menggunakan SPSS 25.0 yang model penelitiannya diuji dengan uji normalitas, heterodastisitas, multikolinearitas, dan linieritas. Data juga diuji dengan regresi linier berganda dan uji koefisien determinasi, serta uji hipotesis dilakukan dengan Uji-F, Uji-T, dan Sobel Test.*

*Tujuan dari penelitian ini adalah untuk mengevaluasi kualitas makanan, kualitas pelayanan, atmosferis, konsumen lain yang memiliki pengaruh paling besar terhadap emosi positif konsumen&loyalitas konsumen KYIV Cafe Binjai dan apakah memiliki pengaruh yang signifikan. Hasil penelitian menunjukkan bahwa kualitas makanan, kualitas pelayanan, dan atmosferis berpengaruh signifikan terhadap emosi positif pelanggan KYIV Cafe Binjai secara parsial & simultan. konsumen lain tidak berpengaruh signifikan terhadap emosi positif pelanggan secara parsial tetapi simultan. Lalu, emosi positif pelanggan KYIV Cafe Binjai berpengaruh signifikan terhadap loyalitas pelanggan KYIV Cafe Binjai baik secara parsial maupun simultan. Emosi positif pelanggan juga memediasi kualitas makanan, kualitas pelayanan, atmosferis, konsumen lain terhadap loyalitas konsumen di KYIV Cafe Binjai.*

**Kata kunci:** *Food Quality, Service Quality, Atmospherics, Other Customers, Customers Positive Emotions, Customers Loyalty.*

**Referensi:**50 (1986-2021)