ABSTRAK

Monika Simatupang (01619230037)
Pengaruh *Price Perception*, *Service Quality*, dan *Store Atmosphere* Terhadap *Customer Loyalty* Starbucks Reserve® Plaza Senayan Jakarta Dengan *Customer Satisfaction* Sebagai Variabel Mediasi.
(xix+166 halaman; 31 tabel; 20 gambar; 9 lampiran)

Maraknya *coffee shop* di Jakarta tidak jarang membuat para pengelola menampilkan *coffee shop* dengan konsep yang sedikit berbeda demi alasan menciptakan kepuasan dan loyalitas bagi pelanggan yang datang. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *Price Perception*, *Service Quality*, dan *Store Atmosphere* terhadap *Customer Loyalty* Starbucks Reserve® Plaza Senayan Jakarta dengan *Customer Satisfaction* sebagai variabel mediasi. Penelitian ini dilakukan secara kuantitatif pada 290 pelanggan Starbucks Reserve® Plaza Senayan Jakarta dengan menggunakan teknik analisa SEM-PLS pada aplikasi SmartPLS. Hasil pada penelitian ini menunjukkan bahwa 6 dari 7 hipotesis diterima yang artinya *Customer Satisfaction*, *Price Perception* dan *Service Quality* secara signifikan mempengaruhi *Customer Loyalty* sedangkan *Store Atmosphere* tidak signifikan. *Price Perception*, *Service Quality* dan *Store Atmosphere* juga menunjukkan pengaruh yang signifikan terhadap *Customer Satisfaction*. Selanjutnya untuk implikasi manajerial dari penelitian ini yaitu Starbucks Reserve® dapat memberi tugas pada salah satu staf untuk fokus pada kebersihan area pelayanan saat jam ramai kunjungan dan meningkatkan nilai dari produk yang diperoleh agar dapat bersaing dengan kompetitor.

ABSTRACT

Monika Simatupang (01619230037)
The Impact of Price Perception, Service Quality, and Store Atmosphere on Customer Loyalty at Starbucks Reserve® Plaza Senayan Jakarta, with Customer Satisfaction Serving as a Key Mediator
(xix+166 pages; 31 tables; 20 figures; 9 appendices)

The rise of coffee shops in Jakarta often makes managers display coffee shops with slightly different concepts to create satisfaction and loyalty for customers who come. This study aims to determine and analyze the effect of Price Perception, Service Quality, and Store Atmosphere on Customer Loyalty Starbucks Reserve® Plaza Senayan Jakarta, with Customer Satisfaction as a mediating variable. This study was conducted quantitatively on 290 Starbucks Reserve® Plaza Senayan Jakarta customers using the SEM-PLS analysis technique on the SmartPLS application. The results of this study indicate that 6 out of 7 hypotheses are accepted, which means that Customer Satisfaction, Price Perception, and Service Quality significantly affect Customer Loyalty while Store Atmosphere is not significant. Price Perception, Service Quality, and Store Atmosphere also significantly affect Customer Satisfaction. Furthermore, the managerial implications of this study are that Starbucks Reserve® can assign one of its staff to focus on the cleanliness of the service area during peak visiting hours and increase the value of the products obtained in order to compete with competitors.

References   : 135 (1973 – 2025)
Keywords   : Price Perception, Service Quality, Store Atmosphere, Customer
                  Loyalty, Customer Satisfaction