

ABSTRAK

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PENGARUH KINERJA *SERVICE QUALITY*, *STORE ATMOSPHERE* DAN *PRICE FAIRNESS* TERHADAP *CUSTOMER LOYALTY* DENGAN *CUSTOMER SATISFACTION* SEBAGAI VARIABEL *INTERVENING* PADA MEREK KOPI LOKAL DI INDONESIA

(X + 127 Halaman; 8 Gambar; 36 Tabel; 3 Lampira)

Penelitian ini bertujuan untuk menguji pengaruh kualitas layanan, suasana toko, dan keadilan harga terhadap loyalitas pelanggan, dengan kepuasan pelanggan sebagai variabel mediasi. Data diperoleh dari 415 responden menggunakan teknik non-probability purposive sampling melalui kuesioner online, dan dianalisis menggunakan metode PLS-SEM dengan SmartPLS. Hasil penelitian menunjukkan bahwa kualitas layanan, suasana toko, dan keadilan harga berpengaruh positif terhadap kepuasan pelanggan, yang selanjutnya berpengaruh positif pada loyalitas pelanggan. Selain itu, kepuasan pelanggan terbukti memediasi hubungan antara ketiga variabel independen tersebut terhadap loyalitas. Namun, pengaruh suasana toko terhadap loyalitas melalui kepuasan pelanggan relatif lebih kecil dibandingkan dengan variabel lainnya. Implikasi manajerial menunjukkan bahwa peningkatan kualitas layanan harus menjadi prioritas utama, sementara inovasi pada suasana toko dan strategi harga yang adil dapat mendukung pengalaman pelanggan yang lebih baik, sehingga memperkuat loyalitas mereka terhadap merek kopi lokal di Indonesia.

Kata Kunci: *Service Quality*, *Store Atmosphere*, *Price Fairness*, *Customer Satisfaction*, *Customer Loyalty*, Kopi Lokal

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ABSTRACT

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THE INFLUENCE OF SERVICE QUALITY PERFORMANCE, STORE ATMOSPHERE, AND PRICE FAIRNESS ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE IN LOCAL COFFEE BRANDS IN INDONESIA
(X + 127 Pages; 8 Figures; 36 Tables; 3 Appendices)

This study aims to examine the influence of service quality, store atmosphere, and price fairness on customer loyalty, with customer satisfaction as a mediating variable. Data were collected from 415 respondents using a non-probability purposive sampling technique through an online questionnaire and analyzed using the PLS-SEM method with SmartPLS. The findings reveal that service quality, store atmosphere, and price fairness have a positive effect on customer satisfaction, which in turn positively affects customer loyalty. Furthermore, customer satisfaction is proven to mediate the relationship between these three independent variables and customer loyalty. However, the influence of store atmosphere on loyalty through customer satisfaction is relatively smaller compared to the other variables. Managerial implications suggest that improving service quality should be a top priority, while innovations in store atmosphere and fair pricing strategies can support better customer experiences, thereby strengthening customer loyalty toward local coffee brands in Indonesia.

Keywords: Service Quality, Store Atmosphere, Price Fairness, Customer Satisfaction, Customer Loyalty, Local Coffee Brands

Reference: 61 (2014-2024)