

ABSTRAK

Adelia Permatasari (02011190065)

ANALISIS PENGARUH *SERVICE QUALITY*, *DESIGN*, *PRICE*, DAN *PRODUCT VARIETY* TERHADAP *CUSTOMER LOYALTY* MELALUI *CUSTOMER SATISFACTION* PADA SUSHI TEI DI TUNJUNGAN PLAZA SURABAYA

(xvi + 108 halaman; 7 gambar; 23 tabel; 4 lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh *Service Quality*, *Design*, *Price* dan *Product Variety* terhadap *Customer loyalty* melalui *Customer Satisfaction* pada Sushi Tei di Tunjungan plaza Surabaya. Melalui pendekatan kuantitatif, data dikumpulkan menggunakan kuesioner daring yang disebarakan kepada 100 responden, yang merupakan customer dari Sushi Tei di Tunjungan Plaza Surabaya. Teknik analisis data menggunakan *Analysis of Moment Structures* (AMOS). Hasil penelitian menunjukkan bahwa *Service Quality*, *Design*, *Price* dan *Product Variety* memiliki pengaruh signifikan terhadap *Customer loyalty*. Penelitian ini memberikan implikasi bagi strategi pemasaran dan manajerial, yang mengindikasikan bahwa pemahaman lebih lanjut terhadap faktor-faktor ini dapat membantu Sushi Tei Surabaya dalam memperkuat Kepuasan pelanggan dan menciptakan kesetiaan pelanggan.

Kata Kunci: *Service Quality*, *Design*, *Price*, *Product Variety*, *Customer loyalty*, *Customer satisfaction*, Japanese Restaurant.

Referensi: 55 (1991-2024)

ABSTRACT

Adelia Permatasari (02011190065)

THE INFLUENCE ANALYSIS OF *SERVICE QUALITY, DESIGN, PRICE, AND PRODUCT VARIETY* ON *CUSTOMER LOYALTY* MELALUI *CUSTOMER SATISFACTION* ON SUSHI TEI IN TUNJUNGAN PLAZA SURABAYA

(xvi + 108 pages; 7 figures; 23 tables; 4 appendices)

This research aims to analyze the influence of Service Quality, Design, Price and Product Variety on Customer loyalty through Customer Satisfaction at Sushi Tei in Tunjungan Plaza Surabaya. Through a quantitative approach, data was collected using an online questionnaire which was distributed to 100 respondents, who were customers of Sushi Tei at Tunjungan Plaza Surabaya. The data analysis technique uses Analysis of Moment Structures (AMOS). The research results show that Service Quality, Design, Price and Product Variety have a significant influence on customer loyalty. This research provides implications for marketing and managerial strategy, indicating that further understanding of these factors can help Sushi Tei Surabaya in strengthening customer satisfaction and creating customer loyalty.

Keywords: Service Quality, Design, Price, Product Variety, Customer loyalty, Customer satisfaction, Japanese Restaurant.

References: 55 (1991-2024)