

ABSTRAK

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ANALISIS PENGARUH *SERVICE QUALITY*, *STORE ATMOSPHERE*, DAN *PRICE FAIRNESS*, TERHADAP *LOYALTY* MELALUI *STATISFACTION* PADA KOPI JANJI JIWA CABANG GUBENG

(105 halaman; 7 gambar; 31 tabel; 10 lampiran)

Industri kafe memiliki prospek yang besar karena diminati oleh masyarakat dari berbagai kelompok usia. Potensi bisnis yang besar menyebabkan semakin banyak pelaku usaha tertarik menekuni bisnis kafe sehingga banyak berdiri kafe-kafe di berbagai wilayah. Kedai Kopi Janji Jiwa yang sudah banyak dikenal masyarakat perlu untuk menguatkan loyalitas pelanggan agar kehadiran kafe-kafe baru tidak menyebabkan pelanggan melakukan peraihan pembelian. Tujuan penelitian ini adalah menjelaskan pengaruh *service quality*, *store atmosphere*, dan *price fairness* terhadap *satisfaction* dan pengaruh *satisfaction* terhadap *loyalty*.

Penelitian adalah penelitian kausal. Variabel penelitian meliputi *service quality*, *store atmosphere*, *price fairness*, *satisfaction*, dan *loyalty*. Sampel penelitian sebanyak 120 sampel. Teknik pengumpulan data menggunakan kuesioner. Teknik analisis data menggunakan regresi linier dengan program SPSS.

Temuan dalam penelitian ini yaitu variabel *service quality*, *store atmosphere*, dan *price fairness* mempengaruhi *satisfaction* di Kedai Kopi Janji Jiwa. *Price fairness* adalah variabel yang paling dominan mempengaruhi *satisfaction*. *Satisfaction* memiliki pengaruh terhadap *loyalty* pelanggan di Kedai Kopi Janji Jiwa.

Kata Kunci: *Service quality*, *Store atmosphere*, *Price fairness*, *Satisfaction*, *Loyalty*,
Kedai Kopi Janji Jiwa

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(105 pages; 7 figures; 31 table; 10 appendixs)

The cafe industry has great prospects because it is in demand by people from various age groups. The great business potential has caused more and more businesspeople to be interested in pursuing the cafe business so that many cafes have been established in various regions. Janji Jiwa Coffee Shop, which is already well known to the public, needs to strengthen customer *loyalty* so that the presence of a new cafe does not cause customers to make purchases. The purpose of this study is to explain the effect of *service quality*, *store atmosphere*, and *price fairness* on *satisfaction* and the effect of *satisfaction* on *loyalty*.

The research is a causal study. The research variables include *service quality*, *store atmosphere*, *price fairness*, *satisfaction*, and *loyalty*. The research sample was 120 samples. The data collection technique used a questionnaire. The data analysis technique used linear regression with the SPSS program.

The findings in this study are that the variables *service quality*, *store atmosphere*, and *price fairness* affect *satisfaction* at Janji Jiwa Coffee Shop. *Price fairness* is the most dominant variable affecting *satisfaction*. *Satisfaction* influences customer *loyalty* at Janji Jiwa Coffee Shop.

Keywords: *Service quality, Store atmosphere, Price fairness, Satisfaction, Loyalty, Kedai Kopi Janji Jiwa*