

*Does Service Quality and Store Atmosphere Influence Customer Loyalty
Insight?*

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ABSTRAK

Kehadiran coffee shop sebagai lokasi untuk menikmati kopi telah menjadi bagian dari lifestyle bagi segala kalangan masyarakat di Indonesia. Jika sebelumnya masyarakat hanya meminum kopi di warung kopi sederhana, kini dengan perkembangan globalisasi yang mendorong perubahan pola konsumsi kopi menjadi lebih mewah. Salah satu coffee shop yang saat ini sedang banyak dikunjungi masyarakat adalah Fore Coffee. Meningkatnya jumlah penikmat kopi dari tahun ke tahun membuat para pengusaha semakin tertarik untuk mendirikan usaha coffee shop sehingga persaingan dalam sektor bisnis ini semakin ketat. Dalam menghadapi persaingan bisnis diperlukan adanya usaha untuk menarik dan mempertahankan pelanggan. Kedai Fore Coffee menyajikan konsep lokasi futuristik serta menawarkan inovasi layanan terhadap konsumen. Tujuan dari penelitian ini untuk mengetahui besarnya pengaruh service quality dan store atmosphere terhadap customer loyalty yang dimediasi oleh customer satisfaction pada Fore Coffee Indonesia. Pendekatan desain kausal dipakai dalam menguji hipotesis penelitian ini. Adapun alat uji untuk melihat hubungan variabel independen, dependen dan mediasi mempergunakan Structural Equation Modeling (SEM) dengan alat bantu statistik AMOS 24. Data dikumpulkan dengan metode kuesioner dengan ukuran sampel yang dipakai untuk penelitian ini berjumlah 200 responden.

Kata Kunci: Service Quality; Store Atmosphere; Customer Satisfaction; Purchase Decision;

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ABSTRACT

In Indonesia, the presence of a coffee shop as a place to sip coffee has been ingrained in the culture. Previously, people simply drank coffee in ordinary coffee shops. Currently, coffee drinking has become more luxurious. Fore Coffee is one of the coffee shops many people currently visit. Entrepreneurs are becoming more interested in opening a coffee shop as the number of coffee lovers rises from year to year; consequently, competition is intensifying in this industry. In facing business competition, efforts are needed to attract and retain customers. Fore Coffee presents a futuristic location concept and offers innovative services to consumers. This study aims to determine the magnitude of service quality and store atmosphere for customer loyalty mediated by customer satisfaction at Fore Coffee Indonesia. The hypotheses were tested with a causal design approach. The test tool to see the relationship of independent, dependent, and mediation variables using Structural Equation Modeling (SEM) with the AMOS 24 statistical tool. The data collection method used a questionnaire, with the number of samples used in this study were 200 respondents.

Keywords : Service Quality, Store Atmosphere, Customer Satisfaction, Purchase Decision