

ABSTRAK

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Program Studi : Manajemen
Judul : Pengaruh Kesesuaian Harga dan Suasana Coffee Shop Terhadap Kepuasan dan Loyalitas Pelanggan

Penelitian ini bertujuan untuk menganalisis pengaruh kesesuaian harga dan suasana coffee shop terhadap kepuasan dan loyalitas pelanggan di Kota Lhokseumawe. Latar belakang dari penelitian ini adalah semakin meningkatnya jumlah coffee shop di kota tersebut, yang menuntut pemilik usaha untuk mampu bersaing melalui strategi harga yang tepat serta penciptaan suasana yang nyaman bagi pelanggan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada pelanggan dari empat coffee shop, yaitu GPS Kupa, Syekh Coffee, D’Royal Coffee, dan Griya Kupa. Teknik analisis data menggunakan model Partial Least Square (PLS) dengan bantuan perangkat lunak SmartPLS. Hasil penelitian menunjukkan bahwa kesesuaian harga dan suasana coffee shop berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Selain itu, kepuasan pelanggan juga berpengaruh signifikan terhadap loyalitas pelanggan. Temuan lainnya menunjukkan bahwa kepuasan pelanggan mampu memediasi pengaruh kesesuaian harga dan suasana terhadap loyalitas pelanggan. Hasil penelitian ini diharapkan dapat memberikan kontribusi secara teoritis terhadap pengembangan ilmu pemasaran, serta secara praktis memberikan masukan bagi pengelola coffee shop dalam meningkatkan kepuasan dan loyalitas pelanggan melalui strategi harga dan pengelolaan suasana yang tepat.

Kata kunci: Kesesuaian harga, suasana, kepuasan pelanggan, loyalitas pelanggan.

ABSTRACT

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Study Program : Management
Title : *The Effect of Price Conformity and Coffee Shop Atmosphere on Customer Satisfaction and Loyalty*

This study aims to analyze the effect of price conformity and coffee shop atmosphere on customer satisfaction and loyalty in Lhokseumawe City. The background of this research is the increasing number of coffee shops in the city, which requires business owners to be able to compete through the right pricing strategy and the creation of a comfortable atmosphere for customers. This research uses a quantitative approach with a survey method through distributing questionnaires to customers of four coffee shops, namely GPS Kupi, Sheikh Coffee, D'Royal Coffee, and Griya Kupi. The data analysis technique uses the Partial Least Square (PLS) model with the help of SmartPLS software. The results showed that price suitability and coffee shop atmosphere have a positive and significant effect on customer satisfaction. In addition, customer satisfaction also has a significant effect on customer loyalty. Other findings show that customer satisfaction is able to mediate the effect of price suitability and atmosphere on customer loyalty. The results of this study are expected to contribute theoretically to the development of marketing science and practically provide input for coffee shop managers in increasing customer satisfaction and loyalty through the right pricing strategy and atmosphere management.

Keywords: *Price conformity, atmosphere, customer satisfaction, customer loyal*

