

ABSTRAK

Nama : ISKANDARSYAH
Program Studi : Program Magister Ilmu Manajemen
Judul : PENGARUH NILAI PELANGGAN TERHADAP KEPUASAN PELANGGAN DAN DAMPAKNYA TERHADAP LOYALITAS PELANGGAN DENGAN EFEK MODERASI ATMOSFER KAFE DI KOTA LHOKSEUMAWE.

Tujuan penelitian ini adalah untuk menguji Pengaruh Nilai Pelanggan terhadap Kepuasan Pelanggan dan Dampaknya terhadap Loyalitas Pelanggan dengan Efek Moderasi Atmosfer Kafe di Kota Lhokseumawe. Data dalam penelitian ini sebanyak 120 orang pelanggan kafe yang memberikan respon terhadap kuesioner yang disebar melalui aplikasi *Google Form*. Alat analisis data menggunakan *Struktural Equation Modelling* (SEM) yang dioperasikan dengan Amos. Hasil penelitian menemukan nilai pelanggan berpengaruh signifikan terhadap kepuasan kerja dan loyalitas pelanggan. Kepuasan pelanggan secara signifikan juga meningkatkan loyalitas pelanggan. Dan dalam pengujian efek mediasi kepuasan pelanggan secara signifikan mediasi pengaruh nilai pelanggan terhadap loyalitas pelanggan. Selanjutnya dalam pengujian efek moderasi, atmosfer kafe secara signifikan memoderasi pengaruh kepuasan pelanggan terhadap loyalitas pelanggan. Hasil penelitian ini diharapkan dapat memberikan kontribusi penting bagi pemangku kepentingan dalam menyusun strategi pemasaran bisnis kafe di masa mendatang.

Kata Kunci : Nilai Pelanggan, Kepuasan Pelanggan, Atmosfer Kafe, Loyalitas Pelanggan

ABSTRACT

Name : ISKANDARSYAH
Study Program : Master of Management Science Program
Title : THE INFLUENCE OF CUSTOMER VALUE ON CUSTOMER SATISFACTION AND ITS IMPACT ON CUSTOMER LOYALTY WITH THE MODERATING EFFECT OF CAFE ATMOSPHERE IN LHOKSEUMAWA CITY

The purpose of this study is to examine the influence of customer value on customer satisfaction and its impact on customer loyalty with the moderating effect of cafe atmosphere in Lhokseumawe City. The data in this study were 120 customers who responded to a questionnaire distributed through google form application. The data analysis tool used Structural Equation Modeling (SEM) operated with Amos. The results of the study found that customer value significantly influenced job satisfaction and customer loyalty. Customer satisfaction also significantly increased customer loyalty. And in testing the mediation effect of customer satisfaction significantly mediated the influence of customer value on customer loyalty. Furthermore, in testing the moderation effect, cafe atmosphere significantly moderated the influence of customer satisfaction on customer loyalty. The results of this study are expected to provide important contributions for stakeholders in developing cafe business marketing strategies in the future.

Keywords : Customer Value, Customer Satisfaction, Cafe Atmosphere, Customer Loyalty