

ABSTRAK

Judul : Pengaruh *Store Atmosphere*, Kualitas Pelayanan dan Kepercayaan Pelanggan Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Kasus pada Cafe Payon Kopi Cikupa Tangerang)

Nama : Sindy Okta Laura

Program Studi : S-1 Manajemen

Dibimbing Oleh : Ir. Jatmiko, MM., MBA

Tujuan utama diadakannya penelitian ini adalah untuk mengetahui Pengaruh *Store Atmosphere*, Kualitas Pelayanan dan Kepercayaan Pelanggan Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening. Penelitian ini menggunakan metode Asosiatif dan teknik pengambilan sampel yang digunakan dengan *purposive sampling* dengan metode *nonprobability sampling*. Jumlah responden yang diambil sebanyak 190 responden adalah pelanggan dari Cafe Payon Kopi Cikupa Tangerang. Metode analisis yang digunakan dengan analisis jalur. Hasil penelitian ini menunjukkan bahwa *Store atmosphere* berpengaruh terhadap kepuasan pelanggan Cafe Payon Kopi di Cikupa Tangerang. Kualitas pelayanan berpengaruh terhadap kepuasan pelanggan Cafe Payon Kopi di Cikupa Tangerang. Kepercayaan pelanggan berpengaruh terhadap kepuasan pelanggan Cafe Payon Kopi di Cikupa Tangerang. Kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan Cafe Payon Kopi di Cikupa Tangerang. *Store atmosphere* berpengaruh terhadap loyalitas pelanggan Cafe Payon Kopi di Cikupa Tangerang. Kualitas pelayanan berpengaruh terhadap loyalitas pelanggan Cafe Payon Kopi di Cikupa Tangerang. Kepercayaan pelanggan berpengaruh terhadap loyalitas pelanggan Cafe Payon Kopi di Cikupa Tangerang. *Store atmosphere* tidak berpengaruh terhadap loyalitas pelanggan melalui kepuasan pelanggan. Kualitas pelayanan tidak berpengaruh terhadap loyalitas pelanggan melalui kepuasan pelanggan. Kepercayaan pelanggan tidak berpengaruh terhadap loyalitas pelanggan melalui kepuasan pelanggan.

Kata Kunci : *Store Atmosphere*, Kualitas Pelayanan, Kepercayaan Pelanggan, Kepuasan Pelanggan, Loyalitas Pelanggan.

ABSTRACT

Title : *The Influence of Store Atmosphere, Service Quality and Customer Trust on Customer Loyalty through Customer Satisfaction as an Intervening Variable (Case Study at Cafe Payon Kopi Cikupa Tangerang)*

Name : Sindy Okta Laura

Study Program : S-1 Management

Guided by : Ir. Jatmiko, MM., MBA

The main purpose of this research is to determine the effect of store atmosphere, service quality and customer trust on customer loyalty through customer satisfaction as an intervening variable. This study uses associative methods and the sampling technique used is purposive sampling with nonprobability sampling method. The number of respondents taken as many as 190 respondents were customers of Cafe Payon Kopi Cikupa Tangerang. The analysis method used is path analysis. The results of this study indicate that Store atmosphere has an effect on customer satisfaction at Cafe Payon Kopi in Cikupa Tangerang. Service quality affects customer satisfaction at Cafe Payon Kopi in Cikupa Tangerang. Customer trust has an effect on customer satisfaction at Cafe Payon Kopi in Cikupa Tangerang. Customer satisfaction affects customer loyalty at Cafe Payon Kopi in Cikupa Tangerang. Store atmosphere affects customer loyalty at Cafe Payon Kopi in Cikupa Tangerang. Service quality affects customer loyalty of Cafe Payon Kopi in Cikupa Tangerang. Customer trust affects customer loyalty at Cafe Payon Kopi in Cikupa Tangerang. Store atmosphere has no effect on customer loyalty through customer satisfaction. Service quality has no effect on customer loyalty through customer satisfaction. Customer trust has no effect on customer loyalty through customer satisfaction.

Keywords : *Store Atmosphere, Service Quality, Customer Trust, Customer Satisfaction, Customer Loyalty.*