

ANALYSIS OF CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AMONG COFFEE SHOP CUSTOMERS IN SOUTH JAKARTA

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ABSTRACT

This study aims to examine the influence of service quality and perceived value on customer loyalty, both directly and indirectly via customer satisfaction, among coffee shop customers in South Jakarta. A quantitative approach was used, using primary data collected via a questionnaire. The research sample included 155 respondents selected by non-probability sampling using a purposive method. The data were analyzed by Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. The findings indicate that service quality had a positive and statistically significant effect on customer loyalty, shown by a path coefficient of 0.228 and a p-value of 0.001. The perceived value significantly and positively affected customer loyalty, shown by a coefficient of 0.222 and a p-value of 0.015. Customer satisfaction had the most substantial direct impact on customer loyalty, shown by a coefficient of 0.336 and a p-value < 0.001 . Service quality and perceived value significantly impacted customer happiness, with coefficients of 0.264 and 0.440, respectively. The mediation analysis reveals that customer satisfaction partially mediates the relationship between service quality and customer loyalty, with a VAF value of 28.06%, and also mediates the link between perceived value and customer loyalty, with a VAF value of 39.94%. The research model explained 42.4% of the variation in customer loyalty and 37.8% of the variance in customer satisfaction. The statistics demonstrate that consumer loyalty in coffee outlets is affected by service quality, perceived value, and customer satisfaction.

Keywords: *customer loyalty, customer satisfaction, service quality, perceived value, coffee shop*

ANALISIS *CUSTOMER LOYALTY* MELALUI *CUSTOMER SATISFACTION* PADA *COFFEE SHOP* DI JAKARTA SELATAN

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ABSTRAK

Penelitian ini bertujuan untuk mengkaji pengaruh kualitas pelayanan dan nilai yang dirasakan terhadap loyalitas pelanggan, baik secara langsung maupun tidak langsung melalui kepuasan pelanggan, di kalangan pelanggan kedai kopi di Jakarta Selatan. Pendekatan kuantitatif digunakan, menggunakan data primer yang dikumpulkan melalui kuesioner. Sampel penelitian terdiri dari 155 responden yang dipilih dengan non-probability sampling menggunakan metode purposive. Data dianalisis dengan Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan SmartPLS. Temuan tersebut menunjukkan bahwa kualitas layanan berpengaruh positif dan signifikan secara statistik terhadap loyalitas pelanggan, ditunjukkan dengan koefisien jalur sebesar 0,228 dan nilai p sebesar 0,001. Nilai yang dirasakan berpengaruh signifikan dan positif terhadap loyalitas pelanggan, ditunjukkan dengan koefisien 0,222 dan nilai p 0,015. Kepuasan pelanggan memiliki dampak langsung yang paling besar terhadap loyalitas pelanggan, ditunjukkan dengan koefisien 0,336 dan nilai $p < 0,001$. Kualitas layanan dan nilai yang dirasakan secara signifikan memengaruhi kebahagiaan pelanggan, dengan koefisien masing-masing 0,264 dan 0,440. Analisis mediasi mengungkapkan bahwa kepuasan pelanggan sebagian memediasi hubungan antara kualitas layanan dan loyalitas pelanggan, dengan nilai VAF sebesar 28,06%, dan juga memediasi hubungan antara nilai yang dirasakan dan loyalitas pelanggan, dengan nilai VAF sebesar 39,94%. Model penelitian menjelaskan 42,4% variasi loyalitas pelanggan dan 37,8% variasi kepuasan pelanggan. Statistik menunjukkan bahwa loyalitas konsumen di gerai kopi dipengaruhi oleh kualitas layanan, nilai yang dirasakan, dan kepuasan pelanggan.

Kata kunci: *customer loyalty, customer satisfaction, service quality, perceived value, coffee shop.*