

## ABSTRAK

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### **ANALISIS PENGARUH TECHNICAL QUALITY, EMPATHY, PHYSIAL ENVIRONMENT TERHADPA CUSTOMER LOYALTY MELALUI PERCEIVED VALUE DAN CUSTOMER SATISFACTION PADA PELANGGAN KAFE EXCELSO AHMAD YANI DI SURABAYA**

(xviii + 146 halaman; 12 gambar; 43 tabel; 5 lampiran)

Gaya hidup atau *Lifestyle* adalah gambaran bagaimana cara hidup seseorang , aktivitas, ketertarikan , minat , tingkah laku, pola hidup dan juga pemikiran seseorang. Demikian juga dengan gaya hidup minum kopi.. Menikmati kopi di kafé menjadi kebiasaan baru masyarakat berbagai kalangan, mulai dari pebisnis, pelajar, mahasiswa, eksekutif , atau keluarga. Excelso sebagai *local coffee shop chain stores* terbesar di Indonesia, perlu menyiasati untuk dapat menfasilitasi gaya hidup menikmati kopi . baik dari fasilitas maupun layanan agar perlenggan semakin loyal terhadap Excelso khususnya Kafe Excelso A.Yani di Surabaya. Tujuan dari penelitian ini adalah untuk mengevaluasi dan menganalisis pengaruh dari *technical quality*, *empathy*, dan *physical environment* terhadap *customer loyalty* melalui *perceived value* dan *customer satisfaction* pelanggan Kafe Excelso A.Yani di Surabaya.

Penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis *Structural Equation Model* (SEM) dan software AMOS 22.0. Pengolahan data dalam penelitian ini dilakukan dengan menggunakan kuesioner sebanyak 101 responden, dengan karakteristik responden adalah pria dan wanita, pelanggan Kafe Excelso A.Yani di Surabaya yang berdomisili di Surabaya, berusia 18-60 tahun, sudah pernah mengunjungi Kafe Excelso A.Yani di Surabaya dalam kurun waktu satu kali dalam satu tahun terakhir, pernah menikmati suasana Kafe, dan pernah membeli makanan dan minuman di Kafe Excelso A.Yani di Surabaya.

Hasil penelitian menunjukkan bahwa variabel *technical quality* berpengaruh signifikan terhadap *perceived value* dengan koefisien regresi sebesar 0.568, variabel *empathy* berpengaruh signifikan terhadap *perceived value* dengan koefisien regresi sebesar 0.401, variabel *physical environment* berpengaruh signifikan terhadap *perceived value* dengan koefisien regresi sebesar 0.554, variabel *technical quality* berpengaruh tidak signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0.191, variabel *empathy* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0.361, variabel *physical environment* berpengaruh tidak signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0.361, variabel *perceived value* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0.178, variabel *perceived value* berpengaruh tidak signifikan terhadap *customer loyalty* dengan koefisien regresi sebesar 0.190, variabel *customer satisfaction* berpengaruh signifikan terhadap *customer loyalty* dengan koefisien regresi sebesar 0.941.

**Kata Kunci:** *Technical Quality, Empathy, Physical Environment, Perceived Value, Customer Satisfaction, Customer Loyalty*, Kafe Excelso A.Yani di Surabaya

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## **ABSTRACT**

Lifestyle is a description of how a person's life, activities, interests, interests, behavior, lifestyle and also a person's thoughts. Likewise with the coffee drinking lifestyle. Enjoying coffee in a café has become a new habit for people of all walks of life, from business people, students, students, executives, or families. Excelso as the largest local coffee shop chain store in Indonesia, needs to work around it to be able to facilitate the lifestyle of enjoying coffee. both from facilities and services so that customers are more loyal to Excelso, especially Cafe Excelso A. Yani in Surabaya. The purpose of this study was to evaluate and analyze the effect of technical quality, empathy, and physical environment on customer loyalty through perceived value and customer satisfaction at Excelso A. Yani Café in Surabaya.

This research uses a quantitative approach with Structural Equation Model (SEM) analysis techniques and AMOS 22.0 software. Data processing in this study was conducted using a questionnaire as many as 101 respondents, with the characteristics of the respondents being male and female, customers of the Excelso A. Yani Café in Surabaya who are domiciled in Surabaya, aged 18-60 years, have visited Excelso A. Yani Cafe in Surabaya. in the past one year, have enjoyed the atmosphere of a cafe, and have bought food and drinks at the Excelso A. Yani cafe in Surabaya.

The results showed that the technical quality variable had a significant effect on perceived value with a regression coefficient of 0.568, the empathy variable had a significant effect on perceived value with a regression coefficient of 0.401, the physical environment variable had a significant effect on perceived value with a regression coefficient of 0.554, the technical quality variable had no effect. significant on customer satisfaction with a regression coefficient of 0.191, empathy variable has a significant effect on customer satisfaction with a regression coefficient of 0.361, physical environment variables have no significant effect on customer satisfaction with a regression coefficient of 0.361, perceived value has a significant effect on customer satisfaction with a regression coefficient of 0.361. Perceived value variable has a significant effect on customer satisfaction with a regression coefficient of 0.178, the variable perceived value has no significant effect on customer loyalty with a regression coefficient of 0.190, the customer variable satisfaction has a significant effect on customer loyalty with a regression coefficient of 0.941.

**Keywords:** *Technical Quality, Empathy, Physical Environment, Perceived Value, Customer Satisfaction, Customer Loyalty, Kafe Excelso A.Yani di Surabaya*