ABSTRAK

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"ANALISIS PENGARUH *SERVICE QUALITY DAN EXPERIENCE QUALITY* TERHADAP *CUSTOMER LOYALTY* MELALUI *PERCEIVED VALUE DAN ATTITUDE* PADA PELANGGAN DJOURNAL COFFEE DI SURABAYA"
(XIV+182 Halaman: 12 gambar,50 tabel, 5 lampiran)

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Service quality* dan *Experience quality* terhadap *Customer loyalty* melalui *Perceived value* dan *Attitude*. Manfaat yang diharapkan dari penelitian ini adalah seberapa besar pengaruh *Perceived value* dan *Attitude* dalam meningkatkan *Customer loyalty* sehingga akan menciptakan pembelian ulang pada Djournal coffee di Surabaya.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuisioner kepada 136 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, dan pernah berkunjung di Djournal coffee Surabaya dalam 2x selama 12 bulan terakhir.

Hasil penelitian ini menunjukkan bahwa variabel *Food quality* berpengaruh positif tetapi tidak signifikan terhadap *Perceived value* dengan nilai C.R =1.325 dan koefisien regresi sebesar 0.199; variabel *Employee service quality* berpengaruh signifikan terhadap *Perceived value* dengan nilai C.R=2.447 dan koefisien regresi sebesar 0.392; variabel *Physical environment quality* berpengaruh signifikan terhadap *Perceived value* dengan nilai C.R= 3.171 dan koefisien regresi sebesar 0.663; variabel *Hedonic* berpengaruh positif tetapi tidak signifikan terhadap *Perceived value* dengan nilai C.R= 0.797 dan koefisien regresi sebesar 0.148; variabel *Peace of mind* berpengaruh positif namun tidak signifikan terhadap *Perceived value* dengan nilai C.R= 0.474 dan koefisien regresi sebesar 0.113; variabel *Recognition* berpengaruh signifikan terhadap *Perceived value* dengan nilai C.R= 2.198 dan koefisien regresi sebesar 0.382; variabel *Perceived value* terhadap *Attitude* berpengaruh signifikan terhadap *Attitude* dengan nilai C.R= 3.970 dan koefisien regresi sebesar 0.976; variabel *Perceived value* berpengaruh positif namun tidak signifikan terhadap *Customer loyalty* dengan nilai C.R = 0.039 dan koefisien regresi sebesar 0.138; variabel *Attitude* berpengaruh signifikan terhadap *Customer loyalty* dengan nilai C.R=2.133 dan koefisien regresi 0.480.

Referensi : 84 (1966-2018)

ABSTRACT

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"ANALISIS PENGARUH *SERVICE QUALITY DAN EXPERIENCE QUALITY* TERHADAP *CUSTOMER LOYALTY* MELALUI *PERCEIVED VALUE DAN ATTITUDE* PADA PELANGGAN DJOURNAL COFFEE DI SURABAYA"
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This study aims to determine how service quality and experience quality influence customer loyalty through perceived value and attitude. The expected benefit from this research is how much influence Perceived value and Attitude have in increasing customer loyalty so that it will create repeat purchases at Djournal coffee in Surabaya.

This research is a causal research. The research method used is a quantitative method with data processing using AMOS. Data collection was carried out by distributing questionnaires to 136 respondents with the characteristics of male and female respondents aged 18-60 years, and had visited Djournal Coffee Surabaya in 2x during the last 12 months.

The results of this study indicate that the food quality variable has a positive but not significant effect on perceived value with a value of $C.R = 1.325$ and a regression coefficient of 0.199; Employee service quality variable has a significant effect on perceived value with a value of $C.R = 2.447$ and a regression coefficient of 0.392; Physical environment quality variable has a significant effect on perceived value with a value of $C.R = 3.171$ and a regression coefficient of 0.663; Hedonic variable has a positive but not significant effect on Perceived value with a value of $C.R = 0.797$ and a regression coefficient of 0.148; the Peace of mind variable has a positive but insignificant effect on perceived value with a value of $C.R = 0.474$ and a regression coefficient of 0.113; Recognition variable has a significant effect on perceived value with a value of $C.R = 2.198$ and a regression coefficient of 0.382; variable Perceived value to Attitude has a significant effect on Attitude with a value of $C.R = 3.970$ and a regression coefficient of 0.976; Perceived value variable has a positive but not significant effect on Customer loyalty with a value of $C.R = 0.039$ and a regression coefficient of 0.138; Attitude variable has a significant effect on Customer loyalty with a value of $C.R = 2.133$ and a regression coefficient of 0.480

Refrences: 84 (1966-2018)