

ABSTRAK

Pergeseran gaya hidup masyarakat yang menjadikan minum kopi sebagai bagian dari kebutuhan hidup membuat para pelaku bisnis melirik usaha *coffee shop*. Kehadiran *coffee shop* dinilai paling sesuai dengan trend dan gaya hidup saat ini. Seiring dengan meningkatnya konsumsi kopi di Indonesia, maka akan semakin tinggi pelaku bisnis di bidang kuliner. Bidang akomodasi dan makan minum kembali mengalami kenaikan usai diterpa pandemi Covid 2019. Penelitian pendahuluan menunjukkan bahwa *people*, *store atmosphere*, kepuasan konsumen dan loyalitas konsumen Index Coffee Co belum optimal. Penelitian ini bertujuan untuk mengetahui pengaruh *people* dan *store atmosphere* terhadap kepuasan dan implikasinya pada loyalitas konsumen (survey pada konsumen Index Coffee Co). pengujian instrumen penelitian menggunakan uji validitas dan reliabilitas. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 100 responden, analisis data yang digunakan adalah *method of successive interval* (MSI), analisis jalur (*path analysis*), metode persamaan struktural, pengaruh langsung, tidak langsung, total, dan koefisien determinasi. Hasil penelitian pada struktur I menunjukkan bahwa terdapat pengaruh positif dan signifikan pada *people* dan *store atmosphere* terhadap kepuasan konsumen secara simultan 65% dan sisanya 35% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh *people* terhadap kepuasan konsumen diperoleh sebesar 37,3% Besarnya pengaruh *store atmosphere* terhadap kepuasan konsumen di sebesar 27,4%. Pada struktur II menunjukkan bahwa terdapat pengaruh positif dan signifikan pada pengaruh *people*, *store atmosphere* dan kepuasan konsumen terhadap loyalitas konsumen sebesar 66% dan sisanya 34% dipengaruhi variabel lain yang tidak diteliti. Besarnya pengaruh *people* terhadap loyalitas konsumen diperoleh sebesar 19,7% Besarnya pengaruh *store atmosphere* terhadap loyalitas konsumen diperoleh sebesar 22,8%. Besarnya pengaruh kepuasan terhadap loyalitas konsumen diperoleh sebesar 46,5%. Berdasarkan hasil analisis dan kesimpulan pada bab pembahasan maka peneliti menyarankan Perusahaan untuk mengevaluasi kembali terkalit dengan *people*, *store atmosphere*, kepuasan konsumen dan loyalitas konsumen. Dengan demikian *people* dan *store atmosphere* menjadi salah satu strategi perusahaan untuk meningkatkan kepuasan dan loyalitas konsumen.

Kata kunci : *people*, *store atmosphere*, kepuasan konsumen, loyalitas konsumen

ABSTRACT

The shift in people's lifestyles which makes drinking coffee a part of life's necessities has made business people look at coffee shop businesses. The presence of a coffee shop is considered to be most in line with current trends and lifestyle. As coffee consumption increases in Indonesia, business people in the culinary sector will increase. The accommodation and food and drink sectors have experienced an increase again after being hit by the 2019 Covid pandemic. Preliminary research shows that the people, store atmosphere, consumer satisfaction and consumer loyalty of Index Coffee Co are not yet optimal. This research aims to determine the influence of people and store atmosphere on satisfaction and its implications for consumer loyalty (survey of Index Coffee Co consumers). testing research instruments using validity and reliability tests. The research method used was a descriptive and verification method with a sample size of 100 respondents, The data analysis used is the method of successive interval (MSI), path analysis, structural equation method, direct, indirect, total influence, and coefficient of determination. The results of research on structure I show that there is a positive and significant influence on people and store atmosphere on consumer satisfaction simultaneously at 65% and the remaining 35% is influenced by other variables not studied. Partially, the magnitude of the influence of people on consumer satisfaction was found to be 37.3%. The magnitude of the influence of store atmosphere on consumer satisfaction was 27.4%. Structure II shows that there is a positive and significant influence on the influence of people, store atmosphere and consumer satisfaction on consumer loyalty by 66% and the remaining 34% is influenced by other variables not studied. The magnitude of the influence of people on consumer loyalty was 19.7%. The magnitude of the influence of store atmosphere on consumer loyalty was 22.8%. The magnitude of the influence of satisfaction on consumer loyalty was obtained at 46.5%. Based on the results of the analysis and conclusions in the discussion chapter, the researcher advises the company to re-evaluate people, store atmosphere, consumer satisfaction and consumer loyalty. Thus, people and store atmosphere become one of the company's strategies to increase consumer satisfaction and loyalty.

Keywords: *people, store atmosphere, consumer satisfaction, consumer loyalty*