

ABSTRAK

Persaingan industri kedai kopi di Kota Bandung yang semakin ketat menuntut setiap pelaku usaha mampu mempertahankan pelanggannya. Fenomena pada 1994 *Coffee & Creative Space* Naripan menunjukkan bahwa pembelian ulang pelanggan belum optimal, pelanggan masih mudah beralih ke coffee shop lain, jumlah pengunjung berfluktuasi, serta penilaian terhadap kesesuaian harga dengan kualitas, proses pemesanan dan pembayaran, dan waktu tunggu penyajian masih kurang baik.

Penelitian ini bertujuan untuk mengetahui tanggapan konsumen terhadap kualitas pelayanan, harga, kepuasan pelanggan, dan loyalitas pelanggan, serta pengaruh kualitas pelayanan dan harga terhadap loyalitas pelanggan melalui kepuasan pelanggan sebagai variabel intervening. Metode yang digunakan adalah deskriptif verifikatif dengan pendekatan kuantitatif. Responden ditentukan melalui rumus Slovin dan teknik purposive sampling, dan data dianalisis menggunakan analisis jalur (path analysis) dengan bantuan IBM SPSS Statistics.

Hasil penelitian menunjukkan bahwa tanggapan konsumen terhadap keempat variabel berada pada kategori baik, dengan indikator di bawah rata-rata terutama pada konsistensi pelayanan, kewajaran harga relatif terhadap pesaing, dan frekuensi kunjungan ulang. Kualitas pelayanan dan harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Harga berpengaruh signifikan terhadap loyalitas pelanggan, sedangkan kualitas pelayanan tidak. Kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan serta memediasi pengaruh kualitas pelayanan terhadap loyalitas pelanggan, tetapi tidak memediasi pengaruh harga.

Kata Kunci: Kualitas Pelayanan, Harga, Kepuasan Pelanggan, Loyalitas Pelanggan, Analisis Jalur

ABSTRACT

The increasingly intense competition among coffee shops in Bandung requires business owners to retain their customers. The phenomenon at 1994 Coffee & Creative Space Naripan shows that repeat purchases are not yet optimal, customers still switch easily to other coffee shops, the number of visitors fluctuates, and customers still rate the suitability of price to quality, the ordering and payment process, and the serving waiting time as less than good.

This study aims to determine customer responses to service quality, price, customer satisfaction, and customer loyalty, as well as the effect of service quality and price on customer loyalty through customer satisfaction as an intervening variable. A descriptive-verification method with a quantitative approach was used. Respondents were determined using the Slovin formula and purposive sampling, and the data were analyzed using path analysis with IBM SPSS Statistics.

The results show that customer responses to all four variables fall into the good category, with indicators below the average mainly found in service consistency, price fairness relative to competitors, and repeat visit frequency. Service quality and price have a positive and significant effect on customer satisfaction. Price has a significant effect on customer loyalty, whereas service quality does not. Customer satisfaction has a positive and significant effect on customer loyalty and mediates the effect of service quality on loyalty, but does not mediate the effect of price.

Keywords: Service Quality, Price, Customer Satisfaction, Customer Loyalty, Path Analysis