

ABSTRACT

The Effect of Service Quality and Price on Consumer Satisfaction as a Mediation and Its Impact on Consumer Loyalty at Kopi Kebun Bintaro.

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Currently, the coffee business is a promising business, starting from the most exclusive coffee shops to standard coffee shops. The habit of drinking coffee for the Indonesian people has become a lifestyle in society. In order to keep consumers of garden coffee applying a different concept to other places. With the aim of knowing the effect of service quality and price on consumer satisfaction as a mediation and its impact on consumer loyalty at Kopi Kebun Bintaro. The method used in this study is a quantitative method, with a sample of 235 respondents. The analytical technique used is Path Analyst and the tool used to process respondent data in this study is Smart PLS. The result of this research is that service quality has no effect on consumer loyalty because the *t* statistic value is $0.252 < 1.96$ and the *p* value is $0.801 > 0.05$. Price has a significant effect on consumer loyalty because the *t* statistic value is $6.778 > 1.96$ and the *p* value is $0.000 < 0.05$. Service quality has a significant effect on customer satisfaction because the *t* statistic value is $3.809 > 1.96$ and the *p* value is $0.000 < 0.05$. Price has a significant effect on consumer satisfaction because the *t* statistic value is $12,509 > 1.96$ and the *p* value is $0.000 < 0.05$. Consumer satisfaction has a significant effect on consumer loyalty because the *t* statistic value is $3.455 > 1.96$ and the *p* value is $0.001 < 0.05$.

Keywords : Service Quality, Price, Customer Satisfaction, consumer Loyalty

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