

Loyalitas Pelanggan Kopi Kenangan dari Segi Pengalaman Pelanggan, Kualitas Pelayanan dan Kepuasan Pelanggan

(Studi pada Konsumen di Bandung)

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ABSTRACT

This research was conducted to find out how customer experience and service quality influence customer loyalty at Kopi Kenangan in Bandung, with customer satisfaction as the intervening variable. The type of research used in this research is quantitative research. The type of research used in this research is quantitative research. Based on the purpose of this research is conclusive research with the type of causal investigation (Indrawati, 2015). The population in this study are consumers who have visited Kopi Kenangan at least 2 times, the number of which is not known with certainty, so the sample measurement uses the Bernoulli formula for sampling with a proportion approach, the sample used in this study is 400 respondents. Based on the results of this study, the customer experience of Kopi Kenangan Bandung consumers is in the good/satisfied category, the service quality provided by Kopi Kenangan Bandung to consumers is in the very good/very high category, customer satisfaction of Kopi Kenangan Bandung consumers is in the good/satisfied category. , consumer loyalty Bandung Kenangan Coffee consumers are in the good/satisfied category, there is an effect of customer experience on customer experience, there is an effect of service quality on customer satisfaction, there is an effect of customer satisfaction on customer loyalty, there is an effect of customer experience on customer loyalty, there is an influence on service quality on consumer loyalty, there is an effect of customer experience on consumer loyalty through customer satisfaction, there is an effect of service quality on consumer loyalty through customer satisfaction.