

Analisis pengaruh physical environment dan perceived disconfirmation terhadap kepuasan dan loyalitas konsumen (Studi Kasus New Customer dan Repeat Customer pada Kedai Kopi Franchise dan Non Franchise : Starbucks Coffee dan Jakarta Coffee House) = Analysis of Physical Environment Effects and Disconfirmation on Consumer Satisfaction and Loyalty (Case Study New Customer and Repeat Customer in Franchise and Non Franchise Coffee Shop : Starbucks Coffee and Jakarta Coffee House)

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Abstrak

Skripsi ini membahas mengenai pengaruh dari physical environment dan diskonfirmasi terhadap kepuasan serta loyalitas konsumen pada new (first ? timers) customer dan repeat customer Starbucks Coffee dan Jakarta Coffee House. Penelitian ini merupakan penelitian kuantitatif dengan desain riset konklusif dan jenis riset deskriptif. Jumlah sampel dalam penelitian ini sebanyak 280 responden dengan teknik non-probability sampling dan pemilihan sampel secara convenience sampling. Sampel pada penelitian ini terbagi menjadi empat (4) kelompok responden. Untuk menguji hipotesis pada penelitian ini digunakan metode structural equation modelling analysis (SEM) dengan teknik pengolahan data menggunakan LISREL. Dalam penelitian ini ditunjukkan bahwa diskonfirmasi memiliki pengaruh langsung pada kepuasan dan loyalitas konsumen serta kepuasan konsumen yang memiliki pengaruh positif terhadap loyalitas konsumen.

*This thesis discuss about the influence of the physical environment and the disconfirmation of consumer loyalty and satisfaction on customer first-timers and repeat customer Starbucks Coffee and Jakarta Coffee House. This research is quantitative research with conclusive research designs and types of descriptive research. The number of samples in the study as many as 280 respondents with non-probability sampling techniques and the selection of samples by convenience sampling. The samples of this study will separate to four (4) groups of respondents. To test the hypothesis, this study used methods of structural equation modelling (SEM) analysis with the data processing techniques using LISREL. This study indicated that disconfirmation has a direct influence on consumer satisfaction and loyalty as well as consumer satisfaction that have a positive influence on consumer loyalty.*