

Pengaruh outcome quality, interaction quality dan peer-to-peer quality terhadap customer satisfaction dan customer loyalty pada industri kedai kopi = The effect of outcome quality, interaction quality and peer-to-peer quality towards customer satisfaction and customer loyalty in the coffee shops industry

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Abstrak

Skripsi ini meneliti tentang pengaruh outcome quality, interaction quality dan peer-to-peer quality terhadap customer satisfaction dan customer loyalty pada industri kedai kopi. Dalam penelitian ini diambil responden dari dua sampel kedai kopi yang berbeda yaitu kedai kopi Florist dan kedai kopi Starbucks yang tersebar di seluruh pulau Jawa. Metode yang digunakan dalam penelitian ini adalah Structural Equation Model (SEM). Hasil dari penelitian ini membuktikan bahwa outcome quality dan interaction quality memiliki pengaruh terhadap customer loyalty yang dimediasi oleh customer satisfaction. Sementara peer-to-peer quality tidak memiliki pengaruh terhadap customer satisfaction namun memiliki pengaruh langsung terhadap customer loyalty.

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This research is analyze about the effect of outcome quality, interaction quality and peer-to-peer quality on preference, customer satisfaction and customer loyalty in the coffee shops industry. In this study, respondents were drawn from two different samples of coffee shops, Florist coffee shops and Starbucks coffee shops spread across the Java Island. The method used in this research is Structural Equation Model (SEM). The results of this study prove the outcome quality and interaction quality has an influence on customer loyalty mediated by customer satisfaction. While peer-to-peer quality has no effect on customer satisfaction but has a direct influence on customer loyalty.