

RINGKASAN

Bisnis *Coworking Space* merupakan salah satu bentuk usaha bekerja dengan suasana kafe yang mampu memberikan keuntungan yang sangat menjanjikan jika dikelola dengan baik dan benar. Akan tetapi, terdapat adanya fluktuasi jumlah konsumen yang tidak pasti dari bulan April sampai November 2021, sehingga dapat dikatakan bahwa terdapat persoalan kepuasan dan loyalitas konsumen di Gahwa Coffee Purwokerto. Selain itu suasana *Coworking Space* dan kualitas layanan di Gahwa Coffee Purwokerto juga diperkirakan memiliki kontribusi dalam mempengaruhi fluktuasi kepuasan dan loyalitas konsumen tersebut. Penelitian ini merupakan penelitian deskriptif kuantitatif dengan hubungan sebab akibat yang dilakukan secara purposive sampling terhadap 149 orang yang pernah mengunjungi Gahwa Coffee dan berusia 17 tahun ke atas atau sudah menikah. Metode penelitian dilakukan melalui *Outer Model* dan *Inner Model* pada *Structural Equational Modeling Partial Least Square* (SEM-PLS). Hasil penelitian menunjukkan bahwa suasana *Coworking Space* berpengaruh signifikan terhadap kepuasan. Kualitas layanan berpengaruh signifikan terhadap kepuasan. Suasana *Coworking Space* berpengaruh signifikan terhadap loyalitas. Kualitas layanan berpengaruh signifikan terhadap loyalitas. Kepuasan berpengaruh signifikan terhadap loyalitas. Suasana *Coworking Space* dan Kualitas layanan berpengaruh signifikan terhadap loyalitas dengan penguatan kepuasan konsumen.

Kata kunci: suasana coworking space, kualitas layanan, kepuasan, loyalitas, SEM.

SUMMARY

The Coworking Space business is a form of business working with a cafe atmosphere that can provide very promising profits if managed properly and correctly. However, there is an uncertain fluctuation in the number of consumers from April to November 2021, so it can be said that there is a problem of customer satisfaction and loyalty at Gahwa Coffee Purwokerto. In addition, the Coworking Space atmosphere and service quality at Gahwa Coffee Purwokerto are also expected to have a contribution in influencing the fluctuations in consumer satisfaction and loyalty. This research is a quantitative descriptive study with a causal relationship which was conducted by purposive sampling of 149 people who had visited Gahwa Coffee and were 17 years old and over or were married. The research method was carried out through the Outer Model and Inner Model on Structural Equation Modeling Partial Least Square (SEM-PLS). The results showed that the atmosphere of Coworking Space has a significant effect on satisfaction. Service quality has a significant effect on satisfaction. Coworking Space atmosphere has a significant effect on loyalty. Service quality has a significant effect on loyalty. Satisfaction has a significant effect on loyalty. Coworking Space atmosphere and service quality have a significant effect on loyalty by strengthening customer satisfaction.

Keywords: *coworking space atmosphere, service quality, satisfaction, loyalty, SEM.*

