

ABSTRAK

Penelitian ini merupakan survei yang dilakukan terhadap konsumen kedai kopi di Kabupaten Pemalang dengan mengambil judul: “Analisis Pengaruh Suasana Toko dan Program Loyalitas terhadap Keputusan Pembelian Ulang dengan Kepuasan Pelanggan Sebagai Variabel Mediasi pada Konsumen Kedai Kopi di Kabupaten Pemalang”.

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh suasana toko dan program loyalitas terhadap keputusan pembelian ulang, melalui kepuasan pelanggan yang berperan sebagai variabel mediasi. Responden dalam penelitian ini adalah konsumen kedai kopi di Kabupaten Pemalang dengan kriteria yang telah ditetapkan peneliti sebanyak 109 orang. Metode penelitian ini menggunakan penelitian kuantitatif dengan teknik pengambilan sampel *non-probability sampling* dengan metode *convenience sampling*.

Berdasarkan hasil penelitian dan analisis data menggunakan SMART-PLS dan *Statistical Product and Service Solution* (SPSS) menunjukkan bahwa: (1) Suasana toko berpengaruh positif terhadap kepuasan pelanggan. (2) Program loyalitas berpengaruh positif terhadap kepuasan pelanggan. (3) Suasana toko berpengaruh positif terhadap keputusan pembelian ulang. (4) Program Loyalitas berpengaruh positif terhadap keputusan pembelian ulang. (5) Kepuasan Pelanggan berpengaruh positif terhadap keputusan pembelian ulang. (6) Kepuasan pelanggan memediasi suasana toko terhadap keputusan pembelian ulang. (7) Kepuasan pelanggan memediasi program loyalitas terhadap keputusan pembelian ulang.

Implikasi dari penelitian ini adalah untuk meningkatkan keputusan pembelian ulang konsumen kedai kopi di Kabupaten Pemalang maka kedai kopi menciptakan program loyalitas yang menarik serta memperhatikan kepuasan pelanggan.

Kata Kunci: Suasana Toko, Program Loyalitas, Kepuasan Pelanggan dan Keputusan Pembelian Ulang.

ABSTRACT

This research is a survey conducted on coffee shop consumers in Pemalang Regency with the title: "Analysis of the Effect of Store Atmosphere and Loyalty Program on Repurchase Decisions with Customer Satisfaction as a Mediation Variable on Coffee Shop Consumers in Pemalang Regency)".

The purpose of this study was to determine the effect of store atmosphere and loyalty programs on repurchase decisions, through customer satisfaction which acts as a mediating variable. Respondents in this study were coffee shop consumers in Pemalang Regency with the criteria set by researchers as many as 109 people. This research method uses quantitative research with non-probability sampling technique with convenience sampling method.

Based on the results of research and data analysis using SMART-PLS and Statistical Product and Service Solution (SPSS) shows that: (1) Store atmosphere has a positive effect on customer satisfaction. (2) Loyalty program has a positive effect on customer satisfaction. (3) Store atmosphere has a positive effect on repurchase decisions. (4) Loyalty Program has a positive effect on repurchase decisions. (5) Customer satisfaction has a positive effect on repurchase decisions. (6) Customer satisfaction mediates store atmosphere on repeat purchase decisions. (7) Customer satisfaction mediates the loyalty program to repurchase decisions.

The implication of this research is to increase the repurchase decisions of coffee shop consumers in Pemalang Regency, coffee shops create attractive loyalty programs and pay attention to customer satisfaction.

Keywords: *Store Atmosphere, Loyalty Program, Customer Satisfaction and Repurchase Decision.*