

RINGKASAN

Pertumbuhan industri *coffee shop* di berbagai daerah, termasuk Kabupaten Purworejo, memicu persaingan yang semakin ketat. Salah satu tantangan utama bagi pelaku usaha adalah mempertahankan loyalitas konsumen di tengah banyaknya pilihan serupa. *Coffee Shop The Glad Hand* merupakan salah satu usaha yang mampu bertahan sejak berdiri pada tahun 2022 dengan mengandalkan produk berkualitas, suasana nyaman, harga kompetitif, dan pelayanan memuaskan. Penelitian ini bertujuan untuk: (1) mengetahui karakteristik konsumen *Coffee Shop The Glad Hand*, (2) menganalisis pengaruh kualitas produk, harga, suasana, dan kualitas pelayanan terhadap loyalitas konsumen, serta (3) mengidentifikasi variabel yang memiliki pengaruh paling dominan terhadap loyalitas konsumen.

Penelitian dilaksanakan pada Juni 2025 dengan jumlah responden sebanyak 100 orang yang dipilih menggunakan teknik *accidental sampling*, dengan kriteria pernah mengunjungi *The Glad Hand* dalam enam bulan terakhir dan berusia minimal 15 tahun. Analisis data dilakukan menggunakan analisis deskriptif dan *Partial Least Square Structural Equation Modeling* (PLS-SEM).

Hasil penelitian menunjukkan bahwa mayoritas konsumen *The Glad Hand* adalah perempuan berusia 15-25 tahun dan berprofesi sebagai pelajar atau mahasiswa. Secara simultan, kualitas produk, harga, suasana, dan kualitas pelayanan berpengaruh secara signifikan terhadap loyalitas konsumen. Secara parsial, kualitas pelayanan merupakan variabel yang paling dominan. Temuan ini menunjukkan bahwa faktor emosional, khususnya pelayanan, memainkan peran penting dalam membentuk loyalitas konsumen.

SUMMARY

The growth of the coffee shop industry across various regions, including Purworejo Regency, intensified market competition. One of the main challenges for business owners was maintaining customer loyalty amid the increasing number of similar establishments. The Glad Hand Coffee Shop successfully sustained its presence since its establishment in 2022 by offering high-quality products, a comfortable atmosphere, competitive pricing, and satisfying service. This study aimed to: (1) identify the characteristics of The Glad Hand's customers, (2) analyze the influence of product quality, price, atmosphere, and service quality on customer loyalty, and (3) determine the most dominant factor influencing customer loyalty.

The research was conducted in June 2025 with 100 respondents selected through accidental sampling, based on the criteria of having visited The Glad Hand within the last six months and being at least 15 years old. Data were analyzed using descriptive statistics and Partial Least Square Structural Equation Modeling (PLS-SEM).

The results showed that the majority of The Glad Hand's customers were female, aged 15-25 years, and mostly students. Simultaneously, product quality, price, atmosphere, and service quality had a significant influence on customer loyalty. Partially, service quality was identified as the most dominant factor. These findings suggested that emotional factors, particularly service, played a crucial role in fostering customer loyalty.

