

PENGARUH HARGA, KUALITAS PELAYANAN, DAN LOKASI TERHADAP LOYALITAS PELANGGAN BENTO KOPI CABANG GODEAN

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INTISARI

Latar Belakang : Pertumbuhan dan perkembangan yang begitu pesat terjadi pada kedai kopi yang berada di Daerah Istimewa Yogyakarta. Bento Kopi cabang Godean salah satu kedai kopi yang terus bertahan dan berkembang disaat banyaknya kedai kopi yang saat ini berdiri. Strategi agar dapat memenangkan persaingan dengan kompetitor adalah menciptakan dan mempertahankan loyalitas dari pelanggan.

Tujuan Penelitian : Penelitian ini untuk mengetahui pengaruh dari harga, kualitas pelayanan, dan lokasi terhadap loyalitas pelanggan Bento Kopi cabang Godean.

Metode Penelitian : Jenis penelitian kuantitatif dengan metode *purposive sampling* dan jumlah sampel sebanyak 100 responden yang disebar melalui *google form*. Analisis data menggunakan *software SmartPLS* versi 4.0.

Hasil Penelitian : Berdasarkan hasil penelitian menyatakan bahwa harga memiliki t-statistic $4,087 > 1,96$ dan p-value $0,000 < 0,05$, kualitas pelayanan memiliki t-statistic sebesar $2,079 > 1,96$ dan p-value $0,036 < 0,05$, dan lokasi memiliki t-statistic sebesar $2,3352 > 1,96$ dan p-value $0,019 < 0,05$.

Kesimpulan : Disimpulkan bahwa harga, kualitas pelayanan, dan lokasi memiliki pengaruh yang positif dan signifikan secara parsial terhadap loyalitas pelanggan Bento Kopi cabang Godean

Kata Kunci: Harga, Kualitas Pelayanan, Lokasi, dan Loyalitas Pelanggan

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THE INFLUENCE OF PRICE, SERVICE QUALITY, AND LOCATION ON CUSTOMER LOYALTY FOR GODEAN BRANCH COFFEE BENTO

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ABSTRACT

Background : Rapid growth and development has occurred in coffee shops in the Special Region of Yogyakarta. Bento Kopi Godean branch is one of the coffee shops that continues to survive and develop when many coffee shops are currently established. The strategy to win the competition with competitors is to create and maintain customer loyalty.

Objective : This study is to determine the effect of price, service quality, and location on customer loyalty of Bento Kopi Godean branch. Research Methods: This type of quantitative research with purposive sampling method and a sample size of 100 respondents distributed via google form. Data analysis using SmartPLS software version 4.0.

Method : This type of quantitative research uses a purposive sampling method and a sample size of 100 respondents distributed via Google Form. Data analysis used SmartPLS software version 4.0.

Result : Based on the results of the study, it states that price has a t-statistic of $4.087 > 1.96$ and a p-value of $0.000 < 0.05$, service quality has a t-statistic of $2.079 > 1.96$ and a p-value of $0.036 < 0.05$, and location has a t-statistic of $2.3352 > 1.96$ and a p-value of $0.019 < 0.05$.

Conclusion : It is concluded that price, service quality, and location have a positive and significant effect partially on customer loyalty of Bento Kopi Godean branch.

Keywords: Price, Service Quality, Location, and Customer Loyalty

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