

ABSTRACT

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Study Program : Hotel Business Program

Title : *Analysis of the Influence of Service Quality and Customer Satisfaction on Customer Loyalty at Starbucks Central Park SOGO*

The impact of information circulating in the community, as well as intense competition with other local coffee shop and global coffee shop, is a challenge for Starbucks to maintain customer loyalty. The purpose of this research is to determine whether there is a relationship between service quality, customer satisfaction, and customer loyalty at Starbucks Central Park SOGO. The research is done with purposive sampling. The questionnaire was distributed to 100 respondents in Jakarta who were Starbucks Central Park SOGO customers. The results of this study indicate that there is a relationship between service quality, customer satisfaction, and customer loyalty.

Keyword: Starbucks, Service, Customer

ABSTRAK

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Judul : Analisis Pengaruh Kualitas Layanan dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Starbucks Central Park SOGO

Dampak dari informasi yang beredar di masyarakat, serta persaingan yang ketat dengan kedai kopi lokal lainnya dan kedai kopi global, merupakan tantangan bagi Starbucks untuk mempertahankan loyalitas pelanggan. Tujuan dari penelitian ini adalah untuk mengetahui apakah ada hubungan antara kualitas layanan, kepuasan pelanggan, dan loyalitas pelanggan di Starbucks Central Park SOGO. Penelitian ini dilakukan dengan purposive sampling. Kuesioner dibagikan kepada 100 responden di Jakarta yang merupakan pelanggan Starbucks Central Park SOGO. Hasil penelitian ini menunjukkan bahwa ada hubungan antara kualitas layanan, kepuasan pelanggan, dan loyalitas pelanggan.

Kata kunci: Starbucks, Layanan, Pelanggan