



**ANALYSIS THE INFLUENCE OF PRICE, SERVICE QUALITY AND
STORE ATMOSPHERE ON CUSTOMER LOYALTY THROUGH
CUSTOMER SATISFACTION (STUDY ON CUSTOMERS OF SIDJI
COFFEE KUDUS)**

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MANAGEMENT STUDY PROGRAM

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS MURIA KUDUS

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This thesis was arranged as one of requirements
to complete the undergraduate education level (S1)
at the Faculty of Economics and Business Universitas Muria Kudus

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Approval Page

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MOTTO DAN OFFERS

Motto:

“Indeed, Allah will not change the condition of a people until they change their own conditions”

(Q.S Ar Rad:11)

“Don't get too comfortable with a situation that will get you nowhere”

(Rohmahnuriedha)

PRESENT:

1. Parents and extended family
2. Friends and comrades in arms
3. Alma mater of Universitas Muria Kudus



FOREWORD

Praise and gratitude to the presence of Allah SWT who has given His grace and guidance, so that the author can complete the thesis entitled "**Analysis of the Effect of Price, Service Quality and Store Atmosphere on Customer Loyalty through Customer Satisfaction (Study on Sidji Coffee Kudus Customers)**". The purpose of writing this thesis is to obtain a bachelor's degree (S1) at the Faculty of Economics and Business, Muria Kudus University. Therefore, with all sincerity and humility, the author would like to thank:

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The author realizes that the writing of this thesis is not perfect, so constructive criticism and suggestions from various parties are still needed. The author hopes that this thesis can provide knowledge for readers and can provide benefits for those in need.

Kudus,2023

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ABSTRAKSI

ANALYSIS THE INFLUENCE OF PRICE, SERVICE QUALITY AND STORE ATMOSPHERE ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION (STUDY ON CUSTOMERS OF SIDJI COFFEE KUDUS)

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UNIVERSITAS MURIA KUDUS

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Penelitian ini bertujuan untuk menganalisis pengaruh harga, kualitas pelayanan dan store atmosphere terhadap loyalitas pelanggan melalui kepuasan pelanggan sebagai variabel intervening. Objek penelitian ini mengambil pada Sidji Coffee Kudus. Populasi dalam penelitian ini adalah pelanggan Sidji Coffee yang tidak diketahui jumlahnya dan sampel penelitian ini sebanyak 180 responden. Pengumpulan data menggunakan kuesioner dengan skala likert. Analisis data menggunakan software AMOS 24. Penelitian ini menunjukkan bahwa (1) Harga berpengaruh terhadap Kepuasan Pelanggan Sidji Coffee Kudus. (2) Kualitas Pelayanan berpengaruh terhadap kepuasan pelanggan Sidji Coffee Kudus. (3) Store Atmosphere berpengaruh terhadap kepuasan pelanggan Sidji Coffee Kudus. (4) Harga berpengaruh terhadap Loyalitas Pelanggan Sidji Coffee Kudus. (5) Kualitas Pelayanan berpengaruh terhadap Loyalitas Pelanggan Sidji Coffee Kudus. (6) Store Atmosphere tidak berpengaruh terhadap Loyalitas Pelanggan Sidji Coffee Kudus. (7) Kepuasan Pelanggan berpengaruh terhadap Loyalitas Pelanggan Sidji Coffee Kudus. (8) Kepuasan Pelanggan tidak dapat memediasi pengaruh antara Harga, Kualitas Pelayanan, Store Atmosphere dengan Loyalitas Pelanggan.

Kata Kunci: Harga, Kualitas Pelayanan, Store Atmosphere, Kepuasan Pelanggan, Loyalitas Pelanggan.

ABSTRACTION

ANALYSIS THE INFLUENCE OF PRICE, SERVICE QUALITY AND STORE ATMOSPHERE ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION (STUDY ON CUSTOMERS OF SIDJI COFFEE KUDUS)

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This study aims to analyze the effect of price, service quality and store atmosphere on customer loyalty through customer satisfaction as an intervening variable. The object of this research took Sidji Coffee Kudus. The population in this study were Sidji Coffee customers whose numbers were unknown and the sample of this study were 180 respondents. Data collection using a questionnaire with a Likert scale. This study shows that (1) Price has a positive and significant effect on Customer Satisfaction Sidji Coffee Kudus. (2) Service Quality has a positive and significant effect on customer satisfaction Sidji Coffee Kudus. (3) Store Atmosphere has a positive and significant effect on customer satisfaction Sidji Coffee Kudus. (4) Price has a positive and significant effect on Customer Loyalty Sidji Coffee Kudus. (5) Service Quality has a positive and significant effect on Customer Loyalty Sidji Coffee Kudus. (6) Store Atmosphere has a positive and insignificant effect on Customer Loyalty of Sidji Coffee Kudus. (7) Customer Satisfaction has a positive and significant effect on Customer Loyalty Sidji Coffee Kudus. (8) Customer Satisfaction cannot mediate the influence between Price, Service Quality, Store Atmosphere with Customer Loyalty.

Keyword: Price, Service Quality, Store Atmosphere, Customer Satisfaction, Customer Loyalty

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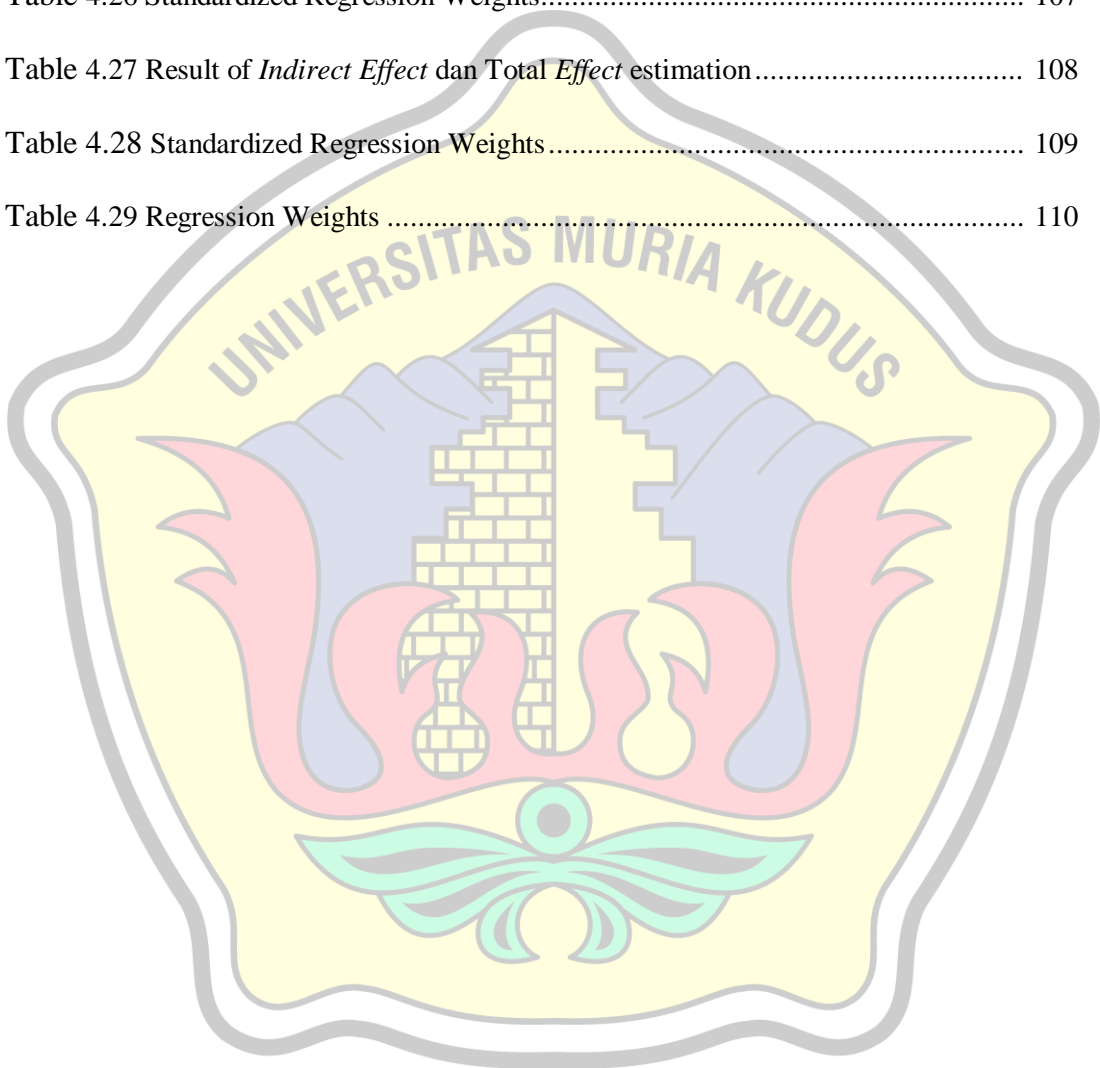
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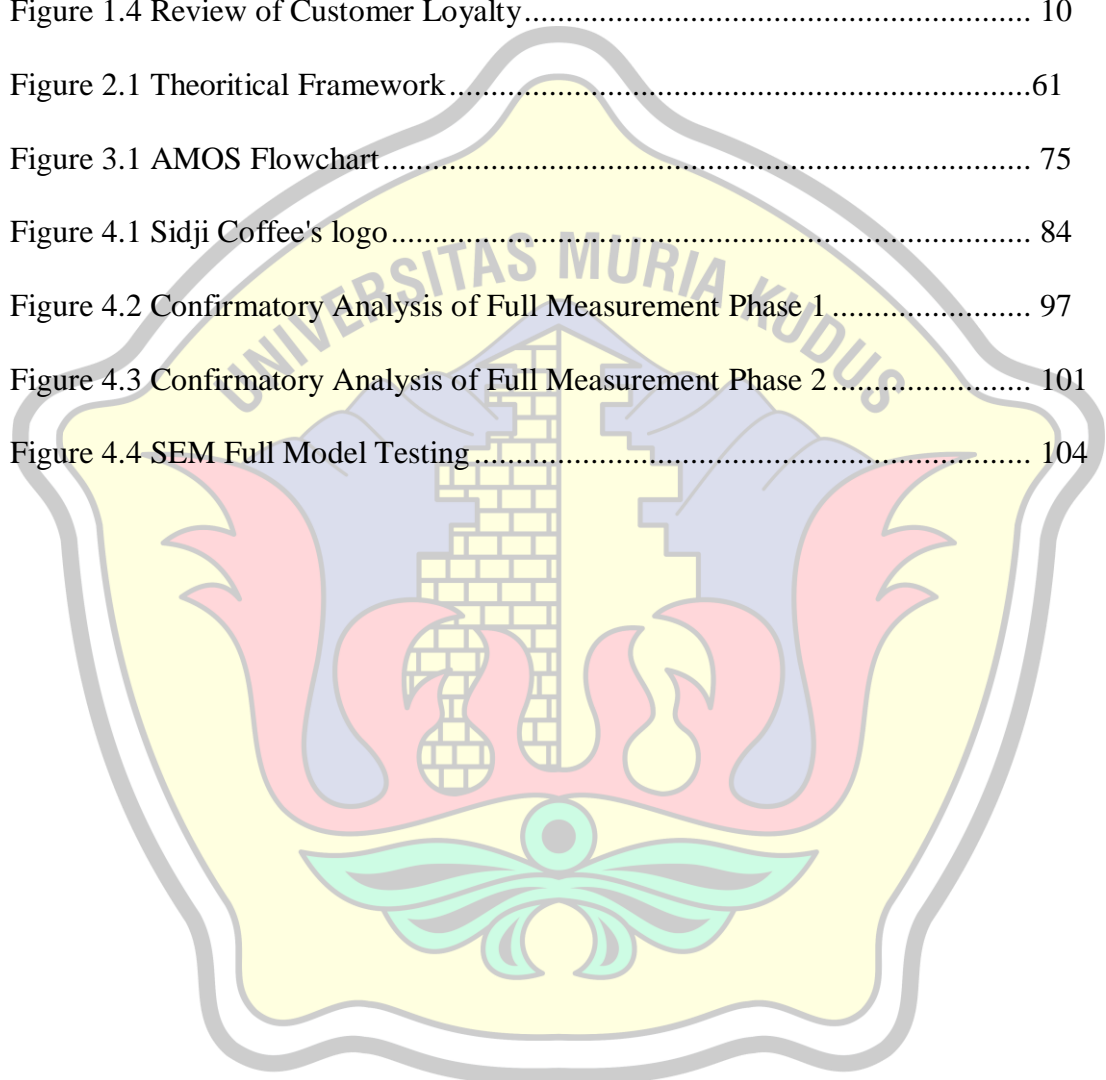
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