

**FAKTOR – FAKTOR YANG MEMPENGARUHI LOYALITAS
PELANGGAN PRODUK MINUMAN KOPI (STUDI KASUS DI *BLANCO
COFFEE & BOOK'S*, KELURAHAN COKRODININGRATAN,
KECAMATAN JETIS, YOGYAKARTA)**

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ABSTRAK

Penelitian ini bertujuan untuk (1) mengetahui tingkat loyalitas pelanggan minuman kopi di warung kopi *Blanco Coffee & Book's*, (2) mengetahui pengaruh langsung dan pengaruh tidak langsung kualitas produk dan kualitas pelayanan terhadap loyalitas pelanggan melalui kepuasan pelanggan di warung kopi *Blanco Coffee & Book's*. Metode penelitian ini menggunakan pendekatan studi kasus. Metode pengambilan responden dilakukan dengan menggunakan *accidental sampling*. Teknik pengumpulan data diperoleh dari wawancara, observasi dan kuesioner. Teknik analisis menggunakan analisis jalur (*path*). Hasil penelitian menunjukkan bahwa (1) tingkat loyalitas pada minuman kopi di warung kopi *Blanco Coffee & Book's* berada pada tingkatan sangat tinggi (2) Kualitas pelayanan mempengaruhi loyalitas pelanggan di *Blanco Coffee & Book's* baik secara langsung maupun secara tidak langsung dengan melalui kepuasan pelanggan sebagai variabel antara dan kualitas produk tidak mempengaruhi Loyalitas pelanggan secara langsung tetapi mempengaruhi secara tidak langsung melalui kepuasan pelanggan minuman kopi di *Blanco Coffee & Book's*

***Kata kunci: Kualitas Pelayanan, Kualitas Produk, Kepuasan Pelanggan,
Loyalitas Pelanggan***

**FACTORS AFFECTING THE CUSTOMER LOYALTY ON COFFEE
DRINKS (A CASE STUDY OF BLANCO COFFEE & BOOK'S IN
COKRODININGRATAN, JETIS, YOGYAKARTA)**

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ABSTRACT

This research is aimed at (1) identifying the level of customer loyalty on coffee drinks in Blanco Coffee & Book's (2) examining the direct effects and indirect effects of product quality and service quality on customer loyalty based on the customer satisfaction in Blanco Coffee & Book's. This research used case study approach. The sampling techniques applied in this research was Accidental sampling. The data were collected through interviews, observations and questionnaires. The techniques of data analysis was path analysis. The results of the research show that (1) the level of loyalty on coffee drinks in Blanco Coffee & Book's occurs at the high level. (2) service quality effects customer loyalty in Blanco Coffee & Book's both directly and indirectly with intervening variable and product quality does not effect customer loyalty directly but effects indirectly through customer satisfaction coffee drinks in Blanco Coffee & Book's .

Keywords : Product Quality, Service Quality, Customer Satisfaction And Customer Loyalty