

ABSTRAK

Pengaruh Varian Menu Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Kasus Pada Pelanggan Kedai Kopi Brotherhood Kec. Sei Baman Kab. Serdang Bedagai)

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Penelitian ini bertujuan untuk mengetahui Pengaruh Varian Menu Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening. Penelitian ini dilakukan pada pelanggan Kedai Kopi Brotherhood Kec. Sei Baman Kab. Serdang Bedagai. Jenis penelitian ini adalah penelitian deskriptif kuantitatif. Sampel penelitian berjumlah 91 responden dengan teknik pengambilan sampel menggunakan teknik accidental sampling. Data penelitian diperoleh menggunakan kuesioner. Metode analisis data menggunakan metode analisis jalur (path analysis) dengan bantuan program analisis SPSS Statistic 25. Hasil penelitian menunjukkan bahwa: 1). Varian menu berpengaruh signifikan terhadap kepuasan pelanggan. 2). Kualitas pelayanan tidak berpengaruh signifikan terhadap kepuasan pelanggan. 3). Varian menu berpengaruh signifikan terhadap loyalitas pelanggan. 4). Kualitas pelayanan tidak berpengaruh signifikan terhadap loyalitas pelanggan. 5). Kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan. 6). Kepuasan pelanggan memediasi hubungan varian menu terhadap loyalitas pelanggan. 7). Kepuasan pelanggan memediasi hubungan kualitas pelayanan terhadap loyalitas pelanggan.

Kata Kunci: Loyalitas Pelanggan, Kepuasan Pelanggan, Varian Menu, Kualitas Pelayanan

ABSTRACT

***The Influence of Menu Variants and Service Quality on Customer Loyalty Through Customer Satisfaction as an Intervening Variable
(Case Study on Brotherhood Coffee Shop Customers, Sei Bamban District, Serdang Bedagai Regency)***

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This study aims to determine the effect of menu variants and service quality on customer loyalty through customer satisfaction as an intervening variable. This research was conducted on customers of the Brotherhood Coffee Shop, Kec. Sei Bamban Kab. Serdang Bedagai. This type of research is a quantitative descriptive research. The research sample was 91 respondents with a sampling technique using accidental sampling technique. Research data obtained using a questionnaire. The data analysis method uses the path analysis method with the help of the SPSS Statistic 25 analysis program. The results show that: 1). Menu variants have a significant effect on customer satisfaction. 2). Service quality has no significant effect on customer satisfaction. 3). Menu variants have a significant effect on customer loyalty. 4). Service quality has no significant effect on customer loyalty. 5). Customer satisfaction has a significant effect on customer loyalty. 6). Customer satisfaction mediates the relationship between menu variants and customer loyalty. 7). Customer satisfaction mediates the relationship between service quality and customer loyalty.

Keywords: *Customer Loyalty, Customer Satisfaction, Menu Variants, Service Quality*