

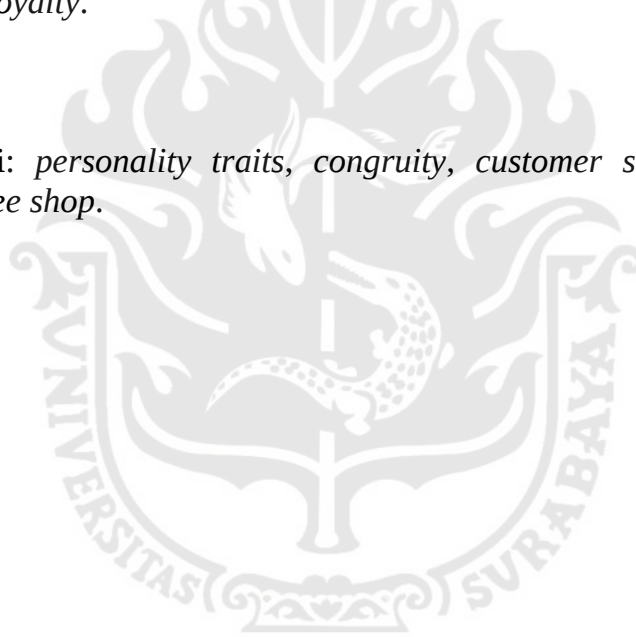
INTISARI

Tujuan penelitian ini adalah untuk menguji pengaruh dari *personality traits* dan *congruity* terhadap *customer satisfaction* dan *brand loyalty* pada Starbucks di Surabaya.

Data yang diambil dari 150 konsumen Starbucks dianalisis dengan menggunakan *Structural Equation Model* (SEM) dengan program *Statistical Package for Social Sciences* (SPSS) versi 18 dan Lisrel versi 8.7. Responden secara acak diambil dari konsumen Starbucks di Kota Surabaya, Indonesia.

Berdasarkan hasil pengujian, ditemukan bahwa variabel *congruity* tidak berpengaruh terhadap variabel *customer satisfaction* dan *brand loyalty*. Selain itu hasil pengujian menunjukkan bahwa *personality traits* berpengaruh positif dan signifikan terhadap *congruity*, *customer satisfaction*, dan *brand loyalty*.

Kata Kunci: *personality traits*, *congruity*, *customer satisfaction*, *brand loyalty coffee shop*.



ABSTRACT

The purpose of this study is to examine the effect of personality traits and congruity on customer satisfaction and brand loyalty of Starbucks in Surabaya.

Data from 150 Starbucks' customers were analyzed using Structural Equation Model (SEM) via the Statistical Package for Social Sciences computer program version 18 and Lisrel version 8.7. Respondents were randomly drawn from Starbucks' customers in Surabaya city, Indonesia.

Based from test results, it was found that congruity not impact on customer satisfaction and brand loyalty. Another result shows that personality traits have positive and significant impact on congruity, customer satisfaction, and brand loyalty.

Keywords: personality traits, congruity, customer satisfaction, brand loyalty coffee shop.

