PENGARUH ATRIBUT-ATRIBUT PADA *COFFESHOP* DAN *SATISFACTION* TERHADAP *LOYALTY* EXCELSO CAFÉ DI SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk membuktikan pengaruh dari *atmosphere, employee attitude, IT service provision,* dan *coffee quality* terhadap *satisfaction* yang berpengaruh pada *loyalty* Excelso Café di Surabaya. Jenis penelitian yang digunakan adalah *basic business research* dengan tujuan tujuan *causal* dan pendekatan penelitian kuantitatif. Penelitian ini menggunakan pendekatan *purposive sampling* dengan sampel merupakan Excelso Café. Responden yang digunakan dalam penelitian ini berjumlah 120 orang. Analisis dalam penelitian ini menggunakan metode SEM (*Structural Equation Modelling*) dan kemudian diolah dengan menggunakan *software* SPSS versi 25 *for windows* dan juga AMOS versi 22.0 *for windows* yang digunakan untuk pengujian *Measurement Model (Outer Model)* dan *Structural Model (Inner Model).*

Hasil penelitian ini menujukkan bahwa *atmoshphere, employee attitude, IT service,* dan *coffee quality* berpengaruh pada *satisfaction* yang dapat berpengaruh pada *loyalty.*

Kata kunci : *atmosphere, employee attitude, coffee quality, satisfaction, loyalty*

ATTRIBUTES OF THE COFFEESHOP AND SATISFACTION THAT AFFECTS TO EXCELSO CAFÉ LOYALTY IN SURABAYA

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ABSTRACT

This study aims to prove the effect of atmoshphere, employee attitude, IT service, and coffee quality on satisfaction that affect to Excelso Café loyalty in Surabaya. The type of research used is basic business research with causal objectives and quantitative research approaches. This study uses a purposive sampling approach with the sample is Excelso Café. The number of respondents used in this study was 120 people. The analysis method in this study is using SEM (Structural Equation Modeling) and then processed using SPSS software version 25 for windows and AMOS version 22.0 for windows used for testing the Measurement Model (Outer Model) and Structural Model (Inner Model).

The results of this study show that the influence of atmoshphere, employee attitude, IT service, and coffee quality on satisfaction that affect to loyalty.

Keywords: atmosphere, employee attitude, coffee quality, satisfaction, loyalty