

## **ABSTRAK**

### **ANALISIS PENGARUH *EXPERIENCE BUYING* TERHADAP LOYALITAS KONSUMEN**

Studi kasus pada Konsumen *Premium Boutiqe Bakery Breadtalk*  
Plaza Ambarrukmo Yogyakarta

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**2009**

Penelitian ini bertujuan untuk mengetahui apakah terdapat perbedaan dalam menciptakan *Experience Buying* antara *Self Service* dan *Open Kitchen* sebagai variabel kontrol dan untuk mengetahui apakah ada pengaruh *Experience Buying* terhadap loyalitas konsumen *premiun boutique bakery Breadtalk Plaza Ambarrukmo Yogyakarta*.

Penelitian ini dilakukan selama bulan Juli sampai Agustus 2008 di gerai *Breadtalk Plaza Ambarrukmo Yogyakarta*. Pengumpulan data dilakukan dengan teknik kuesioner. Populasi yang digunakan dalam penelitian ini adalah seluruh konsumen *Breadtalk* yang ada di Yogyakarta. Sampel dalam penelitian ini ditentukan sebanyak 100 responden, dan pengambilannya dengan teknik *Purposive Sampling*. Teknik analisis data yang digunakan adalah uji beda *Paired Sampel T-test* dan analisis regresi berganda.

Hasil penelitian ini menunjukkan bahwa terdapat perbedaan yang nyata mendalamnya kesan pengalaman antara *Self Service* dan *Open Kitchen* sebagai variabel kontrol *Experience Buying*. Hasil penelitian ini juga menunjukkan bahwa *Self Service* dan *Open Kitchen* secara simultan berpengaruh positif terhadap loyalitas konsumen dan secara parsial bahwa *Self Service* tidak ada pengaruh terhadap loyalitas konsumen sedangkan *Open Kitchen* berpengaruh terhadap loyalitas konsumen.

## **ABSTRACT**

### **ANALYSIS ON BUYING EXPERIENCE TO THE CONSUMERS' LOYALTY**

Case Study on the Consumers of Premium Boutiqe Bakery Breadtalk

Ambarrukmo Plaza Yogyakarta

**Meta Kurniyasari**  
**Sanata Dharma University**  
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This research intended to know whether there were any differences in creating Buying Experience between Self Service and Open Kitchen as control variable and to know whether there were any influences of Buying Experience to the consumers' loyalty of Premium Boutiqe Bakery Breadtalk Plaza Ambarrukmo Yogyakarta.

This research was conducted from July to August of 2008 in the stalk of Breadtalk Ambarrukmo Plaza Yogyakarta. The data collection was conducted by questionnaire technique. The population used in this research was the entire Breadtalk consumers' in Yogyakarta. The sample of this research was as many as 100 respondents, and the collection was conducted by Purposive Sampling technique. The technique of data analysis used was defferential test of Paired Sampel T-test and multiple regression analysis.

The result of this research showed that there was significant difference of the depth of Buying Experience impression between Self Service and Open Kitchen as control variable of Buying Experience. The research also showed that Self Service and Open Kitchen simultaneously gave positive influence to consumers' loyalty. On the other hand in partial, Self Service didn't influence the consumers' loyalty, where as Open Kitchen did influence the consumers' loyalty.