

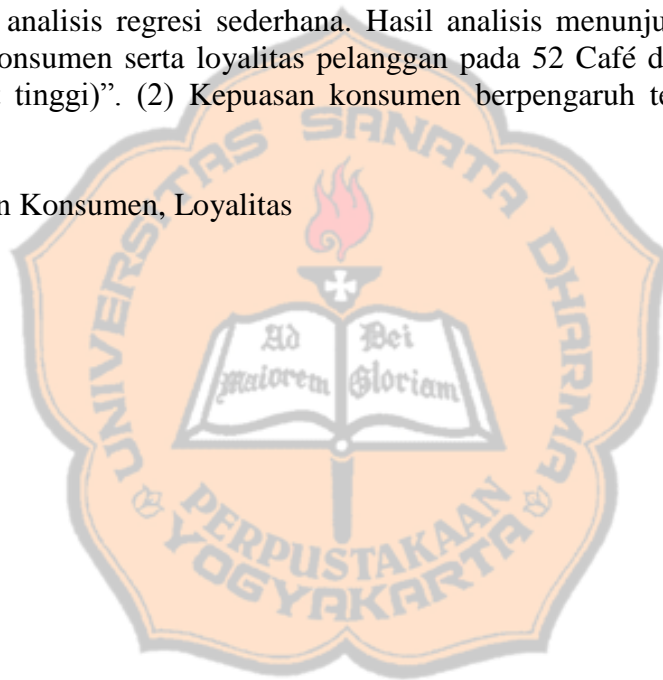
ABSTRAK

PENGARUH KEPUASAN KONSUMEN TERHADAP LOYALITAS

Studi Kasus Pada 52 Café Jalan Parangtritis No.52

Penelitian ini bertujuan untuk mengetahui pengaruh kepuasan konsumen terhadap loyalitas di 52 Café. Jenis penelitian ini adalah studi kasus. Populasinya adalah seluruh pengunjung 52 Cafe di Yogyakarta. Jumlah sampel sebanyak 100 responden. Teknik pengambilan sampel yang digunakan adalah teknik *accidental sampling*. Teknik pengumpulan data yang digunakan adalah kuesioner. Teknik analisis data untuk menguji hipotesis menggunakan tehnik analisis regresi sederhana. Hasil analisis menunjukkan bahwa: (1) Secara diskriptif kepuasan konsumen serta loyalitas pelanggan pada 52 Café di Yogyakarta tergolong sangat setuju (sangat tinggi)”. (2) Kepuasan konsumen berpengaruh terhadap loyalitas di 52 Café.

Kata kunci : Kepuasan Konsumen, Loyalitas



ABSTRACT

THE EFFECT OF CONSUMER'S SATISFACTION TO LOYALTY

Case Study On 52 Cafe of Parangtritis Street No. 52

This research aimed to know the effect of consumer's satisfaction to loyalty at 52 Cafe. The type of this research is a case study. The population of this research was all of 52 Cafe's visitors in Yogyakarta. There were 100 respondents for this research. The sampling collection technique used was accidental sampling technique. The data collection technique used was questionnaire. The data analysis technique to test the hypothesis was simple regression analysis technique. The results of the analysis showed that: (1) Consumer's satisfaction and customer's loyalty were categorized as quite agree (very high). (2) Consumer's satisfaction was influential to the loyalty at 52 Cafe.

Keywords: Consumer's Satisfaction, Loyalty

