

ABSTRAK

PENGARUH *STORE ATMOSPHERE*, *PRICE*, DAN *EXPERIENTIAL MARKETING* TERHADAP *CUSTOMER LOYALTY* PADA AW COFFEE

Studi pada Pengunjung Aw Coffee Yogyakarta

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Penelitian ini bertujuan untuk mengetahui : 1) pengaruh secara simultan *Store Atmosphere*, *Price*, dan *Experiential Marketing* terhadap *Customer Loyalty*, 2) pengaruh secara parsial *Store Atmosphere* terhadap *Customer Loyalty*, 4) pengaruh secara parsial *Price* terhadap *Customer Loyalty*, 3) pengaruh secara parsial *Experiential Marketing* terhadap *Customer Loyalty*. Lokasi yang dipilih sebagai tempat penelitian adalah Aw Coffee yang terletak di Jl. Palagan Tentara Pelajar No.24 B, Mudal, Sariharjo, Ngaglik, Sleman. Populasi yang diambil dalam penelitian ini adalah seluruh konsumen Aw Coffee yaitu konsumen yang sudah pernah melakukan pembelian minuman minimal 2 kali dalam 6 bulan terakhir. Teknik pengambilan sampel dalam penelitian ini menggunakan metode *purposive sampling*. Data diperoleh dengan membagikan kuesioner kepada 100 responden. Teknik analisis data dalam penelitian ini adalah menggunakan aplikasi *IBM SPSS statistic 25*. Hasil penelitian menunjukkan bahwa : 1) *Store Atmosphere*, *Price*, dan *Experiential Marketing* secara simultan berpengaruh terhadap *Customer Loyalty*., 2) *Store Atmosphere* secara parsial berpengaruh terhadap *Customer Loyalty*, 3) *Price* secara parsial berpengaruh terhadap *Customer Loyalty*, 4) *Experiential Marketing* secara parsial berpengaruh terhadap *Customer Loyalty*.

Kata kunci : *store atmosphere*, *price*, *experiential marketing*, dan *customer loyalty*.

ABSTRACT

THE INFLUENCE OF STORE ATMOSPHERE, PRICE, AND EXPERIENTIAL MARKETING ON CUSTOMER LOYALTY IN AW COFFEE

a Study on Visitors of Aw Coffee Yogyakarta

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This study aims to determine: 1) the simultaneous influence of Store Atmosphere, Price, and Experiential Marketing to Customer Loyalty, 2) the partial influence of Store Atmosphere on Customer Loyalty, 3) the partial influence of Price on Customer Loyalty, 4) the partial influence of Experiential Marketing on Customer Loyalty. The location chosen as the research site is Aw Coffee which is located on Jl. Palagan Tentara Pelajar No.24 B, Mudal, Sariharjo, Ngaglik, Sleman. The population in this study were all Aw Coffee consumers, namely consumers who had purchased drinks at least 2 times in the last 6 months. The sampling technique used was the purposive sampling method. Data were obtained by distributing a questionnaires to 100 respondents. The data analysis technique used the IBM SPSS statistic 25 application. The results of this study show that: 1) Store Atmosphere, Price, and Experiential Marketing simultaneously influences Customer Loyalty, 2) Store Atmosphere partially influences Customer Loyalty, 3) Price partially influences Customer Loyalty, 4) Experiential Marketing partially influences Customer Loyalty.

Keywords : store atmosphere, price, experiential marketing, customer loyalty.