

ABSTRAK

**PENGARUH ATMOSFER TOKO, INOVASI PRODUK, DAN CITA RASA
TERHADAP LOYALITAS KONSUMEN MELALUI
KEPUASAN KONSUMEN SEBAGAI MEDIASI**

Studi pada Kopi Janji Jiwa Outlet Seturan dan Palagan Yogyakarta

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Penelitian ini bertujuan untuk mengetahui pengaruh (1) *store atmosphere* terhadap loyalitas konsumen, (2) inovasi produk terhadap loyalitas konsumen, (3) cita rasa terhadap kepuasan konsumen, (4) *store atmosphere* terhadap kepuasan konsumen, (5) inovasi produk terhadap kepuasan konsumen, (6) cita rasa terhadap kepuasan konsumen, (7) kepuasan konsumen terhadap loyalitas konsumen, (8) *store atmosphere* terhadap loyalitas konsumen melalui kepuasan konsumen sebagai mediasi, (9) inovasi produk terhadap loyalitas konsumen melalui kepuasan konsumen sebagai mediasi, dan (10) cita rasa terhadap loyalitas konsumen melalui kepuasan konsumen sebagai variabel mediasi. Populasi pada penelitian ini adalah konsumen yang sudah pernah membeli dan mengonsumsi minimal dua kali produk Kopi Janji Jiwa di Seturan dan Palagan, Yogyakarta. Teknik pengambilan sampel menggunakan *non-probability sampling* dengan pendekatan *purposive sampling* dan *snowball sampling*. Jumlah sampel yang digunakan dalam penelitian ini adalah 228 responden. Data diperoleh melalui penyebaran kuesioner secara daring melalui *Google Form*. Teknik analisis data menggunakan *Partial Least Square* (PLS) dengan perangkat lunak SmartPLS 4.0 yang menghasilkan : (1) *store atmosphere* tidak berpengaruh terhadap loyalitas konsumen, (2) inovasi produk tidak berpengaruh terhadap loyalitas konsumen, (3) cita rasa berpengaruh terhadap loyalitas konsumen, (4) *store atmosphere* berpengaruh terhadap kepuasan konsumen, (5) inovasi produk tidak berpengaruh terhadap kepuasan konsumen, (6) cita rasa berpengaruh terhadap kepuasan konsumen, (7) kepuasan konsumen berpengaruh terhadap loyalitas konsumen, (8) *store atmosphere* berpengaruh terhadap loyalitas konsumen melalui kepuasan konsumen, (9) inovasi produk tidak berpengaruh terhadap loyalitas konsumen melalui kepuasan konsumen, dan (10) cita rasa berpengaruh terhadap loyalitas konsumen melalui kepuasan konsumen

Kata Kunci : suasana toko, inovasi produk, cita rasa, kepuasan konsumen, loyalitas konsumen

ABSTRACT

**THE EFFECT OF STORE ATMOSPHERE, PRODUCT INNOVATION,
AND TASTE ON CONSUMER LOYALTY THROUGH
CONSUMER SATISFACTION AS A MEDIATION**

A Study on Kopi Janji Jiwa Outlets in Seturan and Palagan Yogyakarta

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This study aims to determine the effect of (1) store atmosphere on consumer loyalty, (2) product innovation on consumer loyalty, (3) taste on consumer satisfaction, (4) store atmosphere on consumer satisfaction, (5) product innovation on consumer satisfaction, (6) taste on consumer satisfaction, (7) consumer satisfaction on consumer loyalty, (8) store atmosphere on consumer loyalty through consumer satisfaction as a mediator, (9) product innovation on consumer loyalty through consumer satisfaction as a mediator, and (10) taste on consumer loyalty through consumer satisfaction as a mediator. The population in this study were consumers who had purchased and consumed at least twice Kopi Janji Jiwa products in Seturan and Palagan, Yogyakarta. The sampling technique used non-probability sampling with a purposive sampling and snowball sampling approach. The number of samples used in this study was 228 respondents. Data was obtained through online questionnaire distribution via Google Form. The data analysis technique used Partial Least Squares (PLS) with SmartPLS 4.0 software, which resulted in: (1) store atmosphere had no effect on consumer loyalty, (2) product innovation had no effect on consumer loyalty, (3) taste had an effect on consumer loyalty, (4) store atmosphere had an effect on consumer satisfaction, (5) product innovation had no effect on consumer satisfaction, (6) taste had an effect on consumer satisfaction, (7) consumer satisfaction had an effect on consumer loyalty, (8) store atmosphere had an effect on consumer loyalty through consumer satisfaction, (9) product innovation had no effect on consumer loyalty through consumer satisfaction, and (10) taste had an effect on consumer loyalty through consumer satisfaction.

Keywords: store atmosphere, product innovation, taste, consumer satisfaction, consumer loyalty