

ABSTRAK

**KEPUASAN PELANGGAN DAN LOYALITAS PELANGGAN
TAKOM CAFE & RESTO 1922: PERAN KUALITAS
LAYANAN DAN SUASANA KAFE**

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Yogyakarta

2026

Penelitian ini bertujuan untuk menganalisis: (1) Pengaruh kualitas layanan pada kepuasan pelanggan, (2) Pengaruh suasana kafe pada kepuasan pelanggan, (3) Pengaruh kepuasan pelanggan pada loyalitas pelanggan, (4) Pengaruh kualitas layanan pada loyalitas pelanggan, (5) Pengaruh suasana kafe pada loyalitas pelanggan, (6) Pengaruh kualitas layanan pada loyalitas pelanggan melalui kepuasan pelanggan, (7) Pengaruh suasana kafe pada loyalitas pelanggan melalui kepuasan pelanggan. Jenis penelitian yang digunakan adalah penelitian kausal dengan pendekatan kuantitatif. Teknik pengambilan sampel yang digunakan adalah teknik *non-probability sampling* dengan metode *purposive sampling*. Penelitian ini menggunakan 96 responden sebagai sampel yang diperoleh dari kuesioner yang disebarakan secara *online* dalam bentuk Google Form. Data dianalisis menggunakan metode *Structural Equation Modeling* (SEM) berbasis *Partial Least Squares* (PLS) dengan bantuan *software* SmartPLS 4. Hasil penelitian ini menunjukkan bahwa: (1) Kualitas layanan berpengaruh positif pada kepuasan pelanggan, (2) Suasana kafe berpengaruh positif pada kepuasan pelanggan, (3) Kepuasan pelanggan berpengaruh positif pada loyalitas pelanggan, (4) Kualitas layanan berpengaruh positif pada loyalitas pelanggan, (5) Suasana kafe tidak berpengaruh positif pada loyalitas pelanggan (6) Kualitas layanan berpengaruh positif pada loyalitas pelanggan melalui kepuasan pelanggan, (7) Suasana kafe berpengaruh positif pada loyalitas pelanggan melalui kepuasan pelanggan.

Kata kunci : Kualitas layanan, Suasana Kafe, Kepuasan pelanggan, loyalitas pelanggan.

ABSTRACT

**CUSTOMER SATISFACTION AND CUSTOMER LOYALTY AT TAKOM
CAFE & RESTO 1922: THE ROLE OF SERVICE QUALITY AND CAFE
ATMOSPHERE**

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This study aims to analyze: (1) The effect of service quality on customer satisfaction, (2) The effect of cafe atmosphere on customer satisfaction, (3) The effect of customer satisfaction on customer loyalty, (4) The effect of service quality on customer loyalty, (5) The effect of cafe atmosphere on customer loyalty, (6) The effect of service quality on customer loyalty through customer satisfaction, (7) The effect of cafe atmosphere on customer loyalty through customer satisfaction. The research design employed is a causal study using a quantitative approach. The sampling technique used is non-probability sampling with a purposive sampling method. This study utilized 96 respondents as the sample, obtained from an online questionnaire distributed via Google Forms. Data were analyzed using Partial Least Squares (PLS)-based Structural Equation Modeling (SEM) with the assistance of SmartPLS 4 software. The results of this study indicate that: (1) Service quality has a positive effect on customer satisfaction, (2) Cafe atmosphere has a positive effect on customer satisfaction, (3) Customer satisfaction has a positive effect on customer loyalty, (4) Service quality has a positive effect on customer loyalty, (5) Cafe atmosphere does not have a positive effect on customer loyalty, (6) Service quality has a positive effect on customer loyalty through customer satisfaction, (7) Cafe atmosphere has a positive effect on customer loyalty through customer satisfaction.

Keywords: Service quality, Cafe atmosphere, Customer satisfaction, Customer loyalty.