

ABSTRAK

**PENGARUH *PRICE*, *WORD OF MOUTH*, DAN *STORE ATMOSPHERE*
TERHADAP *CUSTOMER LOYALTY* DENGAN *CUSTOMER
SATISFACTION* SEBAGAI VARIABEL MEDIASI PADA MAHASISWA
YOGYAKARTA**

(Studi Taman Komunikasi *Cafe & Resto*)

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Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh secara langsung *price* terhadap *customer loyalty*, 2) Pengaruh secara langsung *word of mouth* terhadap *customer loyalty*, 3) Pengaruh secara langsung *store atmosphere* terhadap *customer loyalty*, 4) Pengaruh secara langsung *customer satisfaction* terhadap *customer loyalty*, 5) Pengaruh *price* terhadap *customer loyalty* dengan dimediasi oleh *customer satisfaction*, 6) Pengaruh *Word of Mouth* terhadap *customer loyalty* dengan dimediasi oleh *customer satisfaction*, 7) Pengaruh *Store Atmosphere* terhadap *customer loyalty* dengan dimediasi oleh *customer satisfaction*. Populasi dari penelitian ini adalah mahasiswa yang berkuliah di Daerah Istimewa Yogyakarta yang pernah membeli produk dari Taman Komunikasi *Cafe & Resto* minimal 2 kali dalam kurun waktu tahun 2025 hingga saat ini. Telah mendapat 215 responden melalui pengisian *Google Form*, namun 15 responden tereliminasi dalam pertanyaan seleksi lalu menyisakan 200 responden. Pengujian menggunakan pendekatan PLS (*Partial Least Square*) menggunakan SmartPLS. Hasil penelitian menunjukkan: 1) *Price* tidak berpengaruh secara langsung terhadap *customer loyalty* di Taman Komunikasi *Cafe & Resto*. 2) *Word of Mouth* berpengaruh secara langsung terhadap *customer loyalty* di Taman Komunikasi *Cafe & Resto*. 3) *Store Atmosphere* tidak berpengaruh secara langsung terhadap *customer loyalty* di Taman Komunikasi *Cafe & Resto*. 4) *Customer Satisfaction* berpengaruh secara langsung terhadap *customer loyalty* di Taman Komunikasi *Cafe & Resto*. 5) *Price* tidak berpengaruh terhadap *customer loyalty* yang dimediasi oleh *customer satisfaction* (*no effect*) di Taman Komunikasi *Cafe & Resto*. 6) *Word of Mouth* berpengaruh terhadap *customer loyalty* dimediasi oleh *customer satisfaction* (*complementary*) di Taman Komunikasi *Cafe & Resto*. 7) *Store Atmosphere* berpengaruh terhadap *customer loyalty* dimediasi oleh *Customer Satisfaction* (*indirect only*) di Taman Komunikasi *Cafe & Resto*.

Kata kunci: *Price*, *word of mouth*, *store atmosphere*, *customer satisfaction*, *customer loyalty*

ABSTRACT

THE INFLUENCE OF PRICE, WORD OF MOUTH, DAN STORE ATMOSPHERE ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE IN YOGYAKARTA STUDENTS

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This study aims to determine: 1) The direct effect of price on customer loyalty, 2) The direct effect of word of mouth on customer loyalty, 3) The direct effect of store atmosphere on customer loyalty, 4) The direct effect of customer satisfaction on customer loyalty, 5) The effect of price on customer loyalty mediated by customer satisfaction, 6) The effect of word of mouth on customer loyalty mediated by customer satisfaction, and 7) The effect of store atmosphere on customer loyalty mediated by customer satisfaction. The population of this study consisted of university students studying in the Special Region of Yogyakarta who had purchased products from Taman Komunikasi Cafe & Resto at least twice within the period from 2025 to the present. A total of 215 respondents were obtained through Google Form questionnaires; however, 15 respondents were eliminated during the screening questions, leaving a final sample of 200 respondents. The data were tested using the Partial Least Squares (PLS) approach via SmartPLS software. The results of the study indicated that: 1) Price had no direct effect on customer loyalty at Taman Komunikasi Cafe & Resto. 2) Word of mouth had a positive and significant direct effect on customer loyalty at Taman Komunikasi Cafe & Resto. 3) Store atmosphere had no direct effect on customer loyalty at Taman Komunikasi Cafe & Resto. 4) Customer satisfaction had a positive and significant direct effect on customer loyalty at Taman Komunikasi Cafe & Resto. 5) Price had no effect on customer loyalty mediated by customer satisfaction (no effect) at Taman Komunikasi Cafe & Resto. 6) Word of mouth had a significant effect on customer loyalty mediated by customer satisfaction (complementary mediation) at Taman Komunikasi Cafe & Resto. 7) Store atmosphere had a significant effect on customer loyalty mediated by customer satisfaction (indirect-only mediation) at Taman Komunikasi Cafe & Resto.

Keywords: Price, Word of Mouth, Store Atmosphere, Customer Satisfaction, Customer Loyalty.