

ABSTRAK

PENGARUH KUALITAS PRODUK, FASILITAS, DAN HARGA TERHADAP LOYALITAS KONSUMEN DI TASTE COFFEE BONTANG

Persaingan bisnis kuliner pada era modern semakin ketat. Pelaku usaha dituntut untuk kreatif dan inovatif agar memiliki keunggulan yang kompetitif. Penelitian ini dilakukan untuk mengetahui pengaruh kualitas produk, fasilitas, dan harga terhadap loyalitas konsumen secara parsial maupun simultan. Populasi dalam penelitian ini adalah konsumen Taste Coffee Bontang. Sampel yang diteliti adalah konsumen yang telah melakukan pembelian dan mengkonsumsi minimal dua kali di Taste Coffee Bontang. Jumlah sampel yang diteliti adalah 102 responden dengan menggunakan *purposive sampling*. Analisis data menggunakan uji regresi berganda. Hasil menunjukkan pertama, kualitas produk berpengaruh positif terhadap loyalitas konsumen. Kedua, fasilitas tidak berpengaruh terhadap loyalitas konsumen. Ketiga, harga berpengaruh positif terhadap loyalitas konsumen.

Kata Kunci: Fasilitas, Harga, Kualitas Produk, Loyalitas Konsumen



ABSTRACT

EFFECT OF PRODUCT QUALITY, FACILITIES, AND PRICE ON CONSUMER LOYALTY IN TASTE COFFEE BONTANG

Competition in the culinary business in the modern era is getting tougher. Business actors are required to be creative and innovative in order to have competitive advantages. This research was conducted to determine the effect of product quality, facilities, and prices on consumer loyalty partially or simultaneously. The population in this research is Taste Coffee Bontang customers. The sample studied is customers who had made purchase and consumed a minimum of twice in Taste Coffee Bontang. The number of samples studied is 102 respondents using purposive sampling. Data analysis using the Multiple Regression Test. The result shows, first, product quality has a positive effect on consumer loyalty. Second, the facility has no impact on customer loyalty. Third, the price has a positive effect on consumer loyalty.

Keywords: Consumer Loyalty, Facilities, Price, Product Quality

