

ABSTRAK

PENGARUH *SELF-CONGRUITY* PADA LOYALITAS PELANGGAN STARBUCKS VS ANOMALI COFFEE DI JAKARTA

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Tujuan dari penelitian ini melihat bagaimana persepsi konsumen pada loyalitas *coffee shop* di Jakarta, menggunakan sudut pandang *self-congruity*. Dimana pada penelitian ini dampak *self-congruity* diuji pada konsumen Starbucks dan konsumen Anomali Coffee.

Data penelitian ini berjumlah 400 orang. Terdapat 200 responden Starbucks dan 200 responden Anomali Coffee. Responden penelitian keduanya menunjukkan bahwa mayoritas pelanggan berumur 26-35 tahun dan sudah berlangganan lebih dari 3 tahun. Setelah mengumpulkan data, pengolahan data dilakukan dengan metode *Structural Equation Modelling* yang menunjukkan terdapat perbandingan persepsi konsumen pada responden Starbucks dan Anomali Coffee.

Ketika kedua model ini dibandingkan, hasil dari penelitian ini menunjukkan bahwa *self-congruity* kedua *coffee shop* memberikan pengaruh pada *customer loyalty* secara langsung tapi persepsi lingkungan sebagai mediasi tidak memberikan pengaruh yang signifikan pada *customer loyalty* keduanya. Untuk responden Starbucks, persepsi produk tidak berdampak pada *customer loyalty*. Begitu juga persepsi jasa pada responden Anomali Coffee. Sedangkan, variabel lainnya terbukti memberikan pengaruh positif pada *customer loyalty* untuk kedua *coffee shop*.

Kata Kunci : *coffee shop, self-congruity, customer loyalty*, persepsi konsumen, persepsi lingkungan, persepsi jasa, persepsi produk, persepsi harga

ABSTRACT

The Influence of Self-Congruity on Customer Loyalty of Starbucks VS Anomali Coffee in Jakarta

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The purpose of this study is to see how the perception of customer on customer loyalty of coffee shop in Jakarta with self-congruity point of view. Where in this study the impact of self-congruity tested on Starbucks consumers and Anomali coffee consumers.

Data processed from this study amounted to 400 people where there are 200 respondents in Starbucks, and 200 respondents in Anomali Coffee. Respondents from both coffee shop show that the majority of customers are aged 26-35 years and have been subscribe for more than 3 years. After collecting the data, data processing is done by Structural Equation Modelling method which shows there is comparison of consumer perception in Starbucks and Anomali Coffee respondents.

When both models are compared, the results of this study indicate for both coffee shop that self-congruity has a direct significant effect on customer loyalty but environment perception as a mediator, has no effect on both customer loyalty. For Starbucks respondent, product perception has no effect on customer loyalty. Also service perception on Anomali Coffee respondent. Besides, the other variabels proved that have a positive effect on both customer loyalty.

Keywords : coffee shop, self-congruity, customer loyalty, konsumen perception, environment perception, service perception, product perception, price perception.