

ABSTRAK

Indonesia merupakan salah satu dari 10 besar negara dengan tingkat konsumsi kopi yang tinggi. Hal ini menyebabkan banyak *coffee shop* bermunculan diberbagai wilayah Indonesia, salah satunya di DIY yang menyebabkan persaingan antar usaha semakin ketat. Salah satu menu yang ditawarkan oleh *coffee shop* adalah *flavoured iced coffee*. Disamping itu, berdasarkan hasil survey pendahuluan diperoleh bahwa 90% dari 30 barista di 30 *coffee shop* berbeda menjawab *flavoured iced coffee* adalah menu yang paling disukai konsumen dan 57% menjawab *flavoured iced coffee* adalah menu yang paling sering dibeli konsumen. Kualitas produk menjadi salah satu faktor penting yang mempengaruhi kepuasan dan loyalitas konsumen. Oleh karena itu, tujuan dari penelitian ini adalah menganalisis pengaruh kualitas *flavoured iced coffee* terhadap kepuasan konsumen, menganalisis pengaruh kualitas *flavoured iced coffee* terhadap loyalitas konsumen, dan menganalisis pengaruh kepuasan konsumen terhadap loyalitas konsumen. Analisis dilakukan dengan menggunakan metode SEM-PLS dengan bantuan software *smartPLS*. Jumlah responden yang digunakan adalah 250 responden. Variabel laten yang digunakan meliputi 7 variabel, yakni *aesthetic*, *conformance to specification*, *performance*, *perceived quality*, *feature*, kepuasan konsumen, dan loyalitas konsumen. Hasil dari penelitian ini adalah konsumen *flavoured iced coffee* didominasi oleh pelajar/mahasiswa pria yang mengonsumsi *flavoured iced coffee* sebanyak 1-3 kali seminggu. Hasil dari uji hipotesis menunjukkan bahwa faktor yang paling berpengaruh signifikan terhadap kepuasan konsumen adalah *Conformance to specification* dengan indikator yang paling berpengaruh besar adalah konsistensi rasa, faktor yang paling berpengaruh signifikan terhadap loyalitas konsumen adalah *performance* dengan indikator yang paling berpengaruh besar adalah tingkat kepahitan. Serta hubungan antara kepuasan dan loyalitas konsumen paling berpengaruh adalah ketika kualitas yang baik membuat konsumen senang, maka konsumen cenderung akan membeli produk dengan harga berapapun karena kualitasnya.

Kata kunci: *flavoured iced coffee*, kepuasan, kualitas, loyalitas, SEM-PLS

ABSTRACT

Indonesia is one of the top 10 countries with high levels consumption of coffee. This has caused many coffee shops to appear in various parts of Indonesia, one of which is in Special Region of Yogyakarta (DIY) which causes increasingly of competition between businesses. One of the menus offered by the coffee shop is flavored iced coffee. Besides that, based on preliminary survey results it was found that 90% of 30 baristas in 30 different coffee shops answered that flavored iced coffee was the most preferred menu of consumers and 57% answered that flavored iced coffee was the menu most frequently bought by consumers. Product quality is one of the most important factors that influence customer satisfaction and loyalty. Therefore, the purpose of this study are conducted to analyze the effect of the quality of flavored iced coffee on consumer satisfaction, analyze the effect of the quality of flavored iced coffee on customer loyalty, and analyze the effect of customer satisfaction on customer loyalty. The analysis was performed using the SEM-PLS method with the help of smartPLS software. The number of respondents used was 250 respondents. Latent variables used include 7 variables, namely aesthetic, conformance to specification, performance, perceived quality, features, customer satisfaction, and customer loyalty. The results of this study are consumers of flavored iced coffee dominated by male students who consume flavored iced coffee 1-3 times a week. The results of the hypothesis test showed that the factor that had the most significant influence on customer satisfaction was Conformance to specification with the most influential indicator being consistency of taste, the factor that had the most significant effect on consumer loyalty was performance with the indicator having the most significant influence on bitterness. And the relationship between customer satisfaction and loyalty is most influential is when good quality makes consumers happy, then consumers tend to buy products at any price because of their quality.

Keywords: customer loyalty, customer satisfaction, flavored iced coffee, quality,

SEM-PLS