

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Relationship Marketing* dan Suasana Kafe terhadap Loyalitas Pelanggan di Kukumama Bandung. Tujuan penelitian ini adalah untuk mengetahui dan menganalisis seberapa pengaruh variabel *Relationship Marketing* dan Suasana Kafe secara simultan terhadap Loyalitas Pelanggan di Kukumama Bandung.

Penelitian ini menggunakan metode penelitian kuantitatif dengan jenis penelitian deskriptif asosiatif. Pengambilan sampel dilakukan dengan metode *probability sampling* jenis *simple random sampling*, dengan jumlah responden sebanyak 102 orang. Teknik analisis data menggunakan Metode *Structural Equation Model- Partial least Square* (SEM-PLS)

Berdasarkan hasil pengujian secara simultan, *Relationship Marketing* dan Suasana Kafe (*café Atmosphere*) berpengaruh signifikan terhadap Loyalitas Pelanggan dengan F hitung yang lebih besar dengan F tabel ($54,667 > F\text{-tabel } 3,09$) dengan Sig ($0,000 < 0,05$). Dan dengan koefisien determinasi dari hasil uji hipotesis, di dapatkan R Square yaitu 0,312. Menjelaskan Loyalitas pelanggan sebesar 31,2% dan sisanya di pengaruhi oleh factor-faktor lain yang tidak di teliti dalam penelitian ini.

Kesimpulan penelitian ini adalah bahwa *Relationship marketing* dan Suasana kafe berpengaruh Terhadap Loyalitas Pelanggan di kukumama Bandung dan sudah masuk kedalam kategori baik. Namun ada beberapa item yang perlu diperbaiki seperti proses pelayanan, informasi promosi, aroma ruangan dan pengaturan cahaya dalam ruangan kafe.

Kata Kunci : Relationship Marketing, Suasana Kafe, dan Loyalitas Pelanggan

ABSTRACT

This research was conducted to determine the effect of Relationship Marketing and Cafe Atmosphere on Customer Loyalty in Kukumama Bandung. The purpose of this study is to determine and analyze how the influence of the Relationship Marketing and Cafe Atmosphere variables simultaneously on Customer Loyalty in Kukumama Bandung

This research uses quantitative research methods with the type of associative descriptive research. Sampling was done by probability random sampling method, with 102 respondents. Data analysis techniques using the Structural Equation Model-Partial least Square (SEM-PLS) Method

Based on the results of simultaneous testing, Relationship Marketing and Cafe Atmosphere significantly influence Customer Loyalty with a greater F count with F tables ($54.667 > F$ -tables 3.09) with Sig ($0.000 < 0.05$). And with the determinant coefficient of the hypothesis test results, get R Square is 0.312. Explain customer loyalty of 31.2% and the rest is influenced by other factors not examined in this study.

The conclusion of this study is that Relationship marketing and cafe atmosphere has an effect on customer loyalty in kukumama Bandung and has entered into a good category. However, there are some items that need to be improved, such as service process, promotion information, smell of lighting and lighting in the cafe room.

Keywords : Relationship Marketing, Café Atmosphere, Customer Loyalty