

ABSTRACT

***Analysis of consumption patterns, consumer satisfaction, and consumer loyalty
at Tomoro Coffee Unila Branch, Bandar Lampung City***

By

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This study aimed to analyze consumer consumption patterns, satisfaction levels, consumer loyalty, and the relationship between consumer characteristics and consumption patterns among consumers of Tomoro Coffee in the Unila campus area. The research employed a survey method involving 65 student respondents. Data were analyzed using descriptive analysis, Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA), Brand Loyalty Pyramid analysis, and Chi-Square statistical tests. The results showed that most students visited Tomoro Coffee once a week and purchased one product per transaction. Milk-based coffee beverages were the most preferred product variant, while the primary purpose of purchase was to support studying activities and assignment completion. The CSI score reached 83.93 percent, indicating that consumers were categorized as highly satisfied with Tomoro Coffee's products and services. The IPA results revealed that price and cleanliness were the main attributes requiring improvement, whereas taste and WiFi availability were attributes that should be maintained. In terms of brand loyalty, although consumers were generally satisfied with the brand, the loyalty pyramid had not yet formed an ideal structure because the proportion of switcher buyers remained relatively high. Furthermore, the Chi-Square analysis identified eight significant relationships between consumer characteristics and consumption pattern indicators.

Keywords: coffee shop, consumption pattern, loyalty, satisfaction, university students

ABSTRAK

Analisis Pola Konsumsi, Kepuasan, dan Loyalitas Konsumen Tomoro Coffee Cabang Unila Kota Bandar Lampung

Oleh

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Penelitian ini bertujuan untuk menganalisis pola konsumsi, tingkat kepuasan, loyalitas konsumen, serta hubungan antara karakteristik konsumen dengan pola konsumsi pada Tomoro Coffee cabang Unila. Metode penelitian yang digunakan adalah metode survei dengan melibatkan 65 responden mahasiswa. Data dianalisis menggunakan analisis deskriptif, *Customer Satisfaction Index* (CSI), *Importance Performance Analysis* (IPA), Piramida *Brand Loyalty*, dan uji *Chi-Square*. Hasil penelitian menunjukkan bahwa sebagian besar mahasiswa berkunjung ke Tomoro Coffee satu kali per minggu dan membeli satu produk per transaksi. Varian minuman kopi susu merupakan produk yang paling banyak diminati, sedangkan tujuan utama pembelian adalah untuk mendukung aktivitas belajar dan mengerjakan tugas. Nilai CSI sebesar 83,93 persen menunjukkan bahwa konsumen berada pada kategori sangat puas terhadap produk dan layanan Tomoro Coffee. Hasil IPA menunjukkan bahwa harga dan kebersihan merupakan atribut yang perlu diprioritaskan untuk diperbaiki, sedangkan cita rasa dan ketersediaan *WiFi* merupakan atribut yang perlu dipertahankan. Mayoritas konsumen berada pada tingkat *satisfied buyer*, yang menunjukkan bahwa konsumen telah merasa puas terhadap merek meskipun loyalitas belum membentuk piramida yang ideal karena proporsi *switcher buyer* masih relatif tinggi. Selain itu, hasil uji *Chi-Square* menunjukkan adanya delapan hubungan yang signifikan antara karakteristik konsumen dengan indikator pola konsumsi.

Kata kunci: kedai kopi, kepuasan, loyalitas, mahasiswa, pola konsumsi