

ABSTRACT

ANALYSIS OF CONSUMER SATISFACTION AND LOYALTY TOWARDS PURCHASING COFFEE BEVERAGE PRODUCTS AT ADIKSI COFFEE IN THE CITY OF BANDAR LAMPUNG

By

Rakha Adinata Utomo

This study aims to analyze purchasing trends, decision-making processes, satisfaction levels, and consumer loyalty levels for Adiksi Coffee coffee beverage products in Bandar Lampung City. This study used a survey method with a questionnaire. The sample was selected based on the non probability sampling method, the type was quota sampling. The sample size was 70 consumers. This research was conducted at Adiksi Coffee Purnawirawan which is the first and longest established branch. The research data collection time was carried out from April to May 2024. The results of the study were tested using validity and reliability tests. Data analysis uses descriptive analysis methods, Customer Satisfaction Index (CSI), and Brand Loyalty. The results showed that the trend of buying coffee drinks at Adiksi Coffee is that the majority of visitors buy palm milk coffee, milk coffee, and caramel latte products which are signature menus. The stages of the consumer purchasing decision process, consisting of need recognition, information search, alternative evaluation, consumer purchasing decisions, and post-purchase behavior. The level of consumer satisfaction based on consuming coffee beverage products is 84%, which is in the 81%-100% scale range, meaning that overall consumers feel very satisfied. The level of consumer loyalty based on the loyalty pyramid shows that consumers are loyal consumers at the satisfied buyer level of 90%.

Keywords: Coffee shop, loyalty, purchase, satisfaction.

ABSTRAK

ANALISIS KEPUASAN DAN LOYALITAS KONSUMEN TERHADAP PEMBELIAN PRODUK MINUMAN KOPI PADA *ADIKSI COFFEE* DI KOTA BANDAR LAMPUNG

Oleh

Rakha Adinata Utomo

Penelitian ini bertujuan untuk menganalisis tren pembelian, proses pengambilan keputusan, tingkat kepuasan, dan tingkat loyalitas konsumen terhadap produk minuman kopi *Adiksi Coffee* di Kota Bandar Lampung. Penelitian ini menggunakan metode survei dengan kuesioner. Sampel dipilih berdasarkan metode *non probability sampling*, jenisnya adalah *quota sampling*. Jumlah sampel sebanyak 70 konsumen. Penelitian ini dilaksanakan di *Adiksi Coffee* Purnawirawan yang merupakan cabang pertama dan paling lama berdiri. Waktu pengumpulan data penelitian dilaksanakan pada bulan April sampai Mei 2024. Hasil penelitian diuji dengan menggunakan uji validitas dan reliabilitas. Analisis data menggunakan metode analisis deskriptif, *Customer Satisfaction Index (CSI)*, dan *Loyalty Brand*. Hasil penelitian menunjukkan bahwa tren pembelian minuman kopi di *Adiksi Coffee* yaitu mayoritas pengunjung membeli produk kopi susu aren, kopi susu, dan *caramel latte* yang merupakan menu unggulan (*signature*). Tahapan proses keputusan pembelian konsumen, terdiri dari pengenalan kebutuhan, pencarian informasi, evaluasi alternatif, keputusan pembelian konsumen, dan perilaku pasca pembelian. Tingkat kepuasan konsumen berdasarkan dalam mengonsumsi produk minuman kopi sebesar 84%, berada pada rentang skala 81%-100% artinya secara keseluruhan konsumen merasa sangat puas. Tingkat loyalitas konsumen berdasarkan piramida loyalitas diketahui bahwa konsumen merupakan konsumen yang loyal pada tingkatan *satisfied buyer* sebesar 90%.

Kata kunci: Kedai kopi, kepuasan, loyalitas, pembelian.