

ABSTRAK

PENGARUH *WORD OF MOUTH*, KONTEN MEDIA SOSIAL, DAN PROGRAM LOYALITAS TERHADAP LOYALITAS PELANGGAN DI SEKTOR F&B (*FOOD AND BEVERAGE*) *COFFEE SHOP* (STUDI PADA PELANGGAN KOPI KENANGAN DI BANDAR LAMPUNG)

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Industri F&B mengalami pertumbuhan pesat, salah satunya bidang *coffee shop*. Peningkatan ini disebabkan oleh tingginya minat masyarakat terhadap kopi. Namun, pertumbuhan ini dihadapkan tantangan dalam mempertahankan loyalitas pelanggan. Penelitian ini bertujuan untuk mengetahui pengaruh *Word of Mouth*, konten media sosial, dan program loyalitas terhadap loyalitas pelanggan Kopi Kenangan di Bandar Lampung. Penelitian menggunakan jenis penelitian eksplanatori dengan pendekatan kuantitatif, dari data primer yang diperoleh dari responden melalui kuesioner. Sampel terdiri dari 100 responden yang dipilih menggunakan Teknik *Purposive Sampling* yang telah disesuaikan dengan tujuan penelitian. Hasil menunjukkan secara simultan bahwa *Word of Mouth*, konten media sosial, dan program loyalitas berpengaruh signifikan dengan hubungan positif terhadap loyalitas pelanggan. Secara parsial, variabel WOM dan program loyalitas berpengaruh signifikan dengan hubungan positif terhadap loyalitas pelanggan, sedangkan konten media sosial berpengaruh tidak signifikan terhadap loyalitas pelanggan. Penelitian ini menyarankan agar mempertimbangkan variabel lain untuk memperluas pemahaman terhadap faktor-faktor pembentuk loyalitas dalam konteks industri *coffee shop*.

Kata Kunci : Perilaku Konsumen, Loyalitas Pelanggan, Program Loyalitas, Industri F&B, *Coffee Shop*

ABSTRACT

THE EFFECT OF WORD OF MOUTH, SOCIAL MEDIA CONTENT, AND LOYALTY PROGRAMS ON CUSTOMER LOYALTY IN THE F&B (FOOD AND BEVERAGE) COFFEE SHOP SECTOR (A STUDY ON CUSTOMERS OF KOPI KENANGAN IN BANDAR LAMPUNG)

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The F&B industry is experiencing rapid growth, one of which is the coffee shop sector. This increase is due to the high public interest in coffee. However, this growth is faced with the challenge of maintaining customer loyalty. This study aims to determine the effect of Word of Mouth, social media content, and loyalty programs on Kopi Kenangan customer loyalty in Bandar Lampung. The research uses explanatory research with a quantitative approach, from primary data obtained from respondents through questionnaires. The sample consisted of 100 respondents selected using purposive sampling technique which was adjusted to the research objectives. The results show simultaneously that Word of Mouth, social media content, and loyalty programs have a significant effect with a positive relationship on customer loyalty. Partially, WOM variables and loyalty programs have a significant effect with a positive relationship on customer loyalty, while social media content has an insignificant effect on customer loyalty. This study suggests considering other variables to broaden the understanding of the factors that shape loyalty in the context of the coffee shop industry.

Keywords: Consumer Behavior, Customer Loyalty, Loyalty Programs, F&B Industry, Coffee Shop