

## **ABSTRAK**

### **PENGARUH KOMUNIKASI INTERPERSONAL BARISTA TERHADAP KEPUASAN PELANGGAN KAFE KEDAI ATAP BANDAR LAMPUNG**

**Oleh**

**ELISA AGUSTINA**

Kepuasan pelanggan merupakan aspek penting dalam keberhasilan bisnis jasa karena pelanggan yang puas cenderung menjadi pelanggan setia serta bersedia merekomendasikan produk atau layanan kepada orang lain. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh komunikasi interpersonal barista terhadap kepuasan pelanggan Kafe Kedai Atap Bandar Lampung. Penelitian ini menggunakan Teori Komunikasi Interpersonal menurut Joseph A Devito. Penelitian ini menggunakan pendekatan kuantitatif. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada 96 responden yang merupakan pelanggan Kafe Kedai Atap Bandar Lampung. Data yang diperoleh dianalisis menggunakan IBM SPSS versi 25. Hasil penelitian menunjukkan bahwa komunikasi interpersonal barista berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Hal ini dibuktikan melalui hasil uji hipotesis (uji  $t$ ) yang menunjukkan nilai  $t$  hitung sebesar  $8,474 > t$  tabel sebesar  $1,985$ , sehingga  $H_0$  ditolak dan  $H_1$  diterima. Nilai koefisien determinasi ( $R^2$ ) sebesar  $0,433$  menunjukkan bahwa komunikasi interpersonal barista memberikan kontribusi sebesar  $43,3\%$  terhadap kepuasan pelanggan Kafe Kedai Atap Bandar Lampung.

**Kata kunci:** barista, kepuasan pelanggan, komunikasi interpersonal.

..

## **ABSTRACT**

### **THE EFFECT OF BARISTA INTERPERSONAL COMMUNICATION ON CUSTOMER SATISFACTION AT KEDAI ATAP CAFE BANDAR LAMPUNG**

*By*

**ELISA AGUSTINA**

*Customer satisfaction is an important aspect of the success of service businesses, as satisfied customers tend to become loyal and are willing to recommend products or services to others. This study aims to determine the extent to which baristas' interpersonal communication influences customer satisfaction at Kedai Atap Café Bandar Lampung. This research is based on the Interpersonal Communication Theory proposed by Joseph A. DeVito. The study employs a quantitative approach. Data were collected through the distribution of questionnaires to 96 respondents who were customers of Kedai Atap Café Bandar Lampung. The obtained data were analyzed using IBM SPSS version 25. The results indicate that baristas' interpersonal communication has a positive and significant effect on customer satisfaction. This is evidenced by the results of the hypothesis test (t-test), which show a calculated t-value of 8.474, greater than the t-table value of 1.985; therefore,  $H_0$  is rejected and  $H_1$  is accepted. The coefficient of determination ( $R^2$ ) value of 0.433 indicates that baristas' interpersonal communication contributes 43.3% to customer satisfaction at Kedai Atap Café Bandar Lampung.*

**Keywords:** *barista, customer satisfaction, interpersonal communication.*