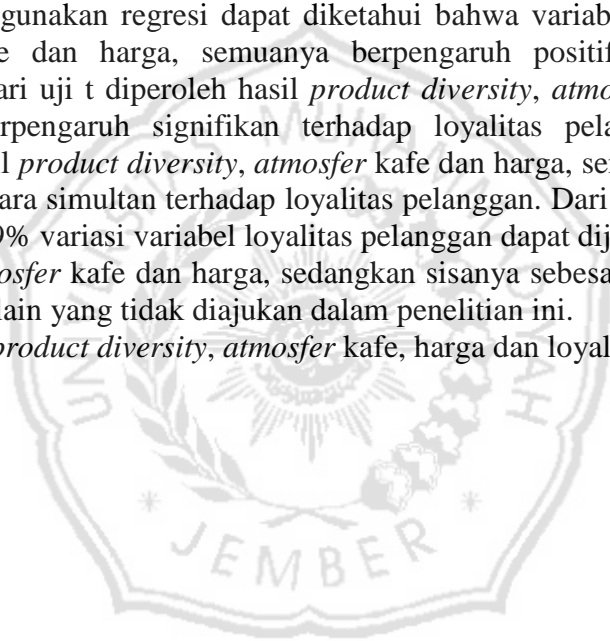


## ABSTRAK

Penelitian ini dilakukan pada pelanggan Warung Kopi Cakwang Banyuwangi. Penelitian ini bertujuan untuk mengetahui pengaruh *product diversity*, *atmosfer* kafe dan harga terhadap loyalitas pelanggan. Dalam penelitian ini data dikumpulkan dengan alat bantu berupa observasi, wawancara dan kuesioner terhadap 91 responden dengan teknik *purposive sampling*, yang bertujuan untuk mengetahui persepsi responden terhadap masing-masing variabel. Analisis yang digunakan meliputi uji instrumen data (uji validitas, dan uji reliabilitas), analisis regresi linear berganda, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas), dan uji hipotesis (uji F, uji t, koefisien determinasi). Dari hasil analisis menggunakan regresi dapat diketahui bahwa variabel *product diversity*, *atmosfer* kafe dan harga, semuanya berpengaruh positif terhadap loyalitas pelanggan. Dari uji t diperoleh hasil *product diversity*, *atmosfer* kafe dan harga, semuanya berpengaruh signifikan terhadap loyalitas pelanggan. Dari uji F diperoleh hasil *product diversity*, *atmosfer* kafe dan harga, semuanya berpengaruh signifikan secara simultan terhadap loyalitas pelanggan. Dari hasil uji determinasi diperoleh 66,9% variasi variabel loyalitas pelanggan dapat dijelaskan oleh *product diversity*, *atmosfer* kafe dan harga, sedangkan sisanya sebesar 33,1% diterangkan oleh variabel lain yang tidak diajukan dalam penelitian ini.

**Kata kunci:** *product diversity*, *atmosfer* kafe, harga dan loyalitas pelanggan



## **ABSTRACT**

*This research was conducted on Warung Kopi Cakwang Banyuwangi customers. This study aims to determine the effect of product diversity, coffee atmosphere and price to customer loyalty. In this research the data collected by means of aids in the form of observation, interview and questionnaire to 91 respondents with purposive sampling technique, which aims to know the perception of respondents to each variable. The analysis used included instrument test data (validity test, reliability test), multiple linear regression analysis, classical assumption test (normality test, multicollinearity test, heteroscedasticity test), and hypothesis test (F test, t test, coefficient of determination). From the analysis using regression can be seen that the variable product diversity, coffee atmosphere and price, all have a positive effect on customer loyalty. From t test obtained the result of product diversity, coffee atmosphere and price, all have a significant effect on customer loyalty. From the F test obtained the results of product diversity, coffee atmosphere and price, all simultaneously significant effect on customer loyalty. From the result of determination test obtained 66,9% variation of customer loyalty variable can be explained by product diversity, coffee atmosphere and price, while the rest equal to 33,1% explained by other variable not proposed in this research.*

**Keywords:** *product diversity, coffee atmosphere, price and customer loyalty*

