

ABSTRAK

Putri Novaliza
(2017/17059247)

**:*Customer Satisfaction* dan
Customer Loyalty pada Pelanggan
Coffee Shop UNO: Peran *Customer*
Engagemnt sebagai Pemediasi.**

Dosen Pembimbing

: Dr. Syahrizal, S.E, M. Si

Penelitian ini bertujuan untuk menganalisis (1) *Customer satisfaction* terhadap *customer loyalty* pada pelanggan UNO Coffee. (2) *Customer satisfaction* terhadap *Customer Engagement* pada pelanggan UNO Coffee (3) *Customer Engagement* terhadap *Customer Loyalty* pada pelanggan UNO Coffee. (4) *Customer Engagement* memediasi pengaruh *Customer Satisfaction* terhadap *Customer Loyalty* Populasi dalam penelitian ini adalah seluruh pelanggan UNO Coffee dan sampel pada penelitian ini adalah pelanggan yang sudah pernah berkunjung lebih dari satu kali. Jumlah sampel pada penelitian ini sebanyak 168 responden. Data dikumpulkan melalui penyebaran kuesioner secara online dan pengolahan data dilakukan melalui SmartPLS software. Hasil penelitian ini menunjukkan bahwa. (1) *Customer Satisfaction* berpengaruh secara positif dan signifikan terhadap *Customer Loyalty* pada pelanggan UNO Coffee. (2) *Customer Satisfaction* berpengaruh secara positif dan signifikan terhadap *Customer Engagement* pada pelanggan UNO Coffee. (3) *Customer Engagement* berpengaruh secara positif dan signifikan terhadap *Customer Loyalty* pada pelanggan UNO Coffee. (4) *Customer Satisfaction* berpengaruh secara positif dan signifikan terhadap *Customer Loyalty* yang dimediasi oleh *Customer Engagement* pada pelanggan UNO Coffee.

Kata Kunci:

Kepuasan pelanggan; loyalitas pelanggan; keterlibatan pelanggan.

ABSTRACT

Putri Novaliza
(2017/17059247)

**:Customer Satisfaction and
Customer Loyalty: The role of
Customer Engagement as a
mediation.**

Supervisor

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This study is tested to impact (1) Customer satisfaction with customer loyalty, (2) Customer satisfaction to Customer Engagement (3) Customer Engagement to Customer Loyalty. (4) Customer Engagement mediated the influence of Customer Satisfaction on Customer Loyalty Population in this study are all UNO Coffee customers and the sample in this study is customers who have visited more than once. The sample number in this study was 168 respondents. Data is collected through the spread of questionnaires online and data processing is done through SmartPLS software. The results of this study show that. (1) Customer Satisfaction has a positive and significant effect on Customer Loyalty in UNO Coffee customers. (2) Customer Satisfaction has a positive and significant effect on Customer Engagement in UNO Coffee customers. (3) Customer Engagement has a positive and significant effect on Customer Loyalty in UNO Coffee customers. (4) Customer Satisfaction has a positive and significant effect on Customer Loyalty mediated by Customer Engagement to UNO Coffee customers.

Keywords:

Customer Satisfaction; Customer Loyalty; Customer Engagement.