

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, harga, dan kepuasan konsumen terhadap loyalitas pelanggan pada warung kopi Franco di kalangan Gen Z Kota Tanjungpinang, baik secara parsial maupun simultan. Jenis penelitian ini adalah kuantitatif dengan pendekatan asosiatif. Populasi dalam penelitian ini adalah konsumen Gen Z yang pernah berkunjung ke warung kopi Franco. Teknik pengambilan sampel menggunakan metode *Accidental Sampling* dengan rumus *Lemeshow*, sehingga diperoleh jumlah sampel sebanyak 97 responden. Pengumpulan data dilakukan melalui penyebaran kuesioner. Teknik analisis data menggunakan uji kualitas data, uji asumsi klasik, analisis regresi linear berganda, dan uji hipotesis dengan bantuan software SPSS. Hasil penelitian menunjukkan bahwa secara parsial, variabel Kualitas Pelayanan (X1) tidak berpengaruh signifikan terhadap Loyalitas Pelanggan. Sebaliknya, variabel Harga (X2) dan Kepuasan Konsumen (X3) berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan. Secara simultan, Kualitas Pelayanan, Harga, dan Kepuasan Konsumen berpengaruh signifikan terhadap Loyalitas Pelanggan dengan kontribusi pengaruh sebesar 38,9%, sedangkan sisanya dipengaruhi oleh variabel lain di luar penelitian ini.

Kata Kunci: Kualitas Pelayanan, Harga, Kepuasan Konsumen, Loyalitas Pelanggan, Gen Z

ABSTRACT

This study aims to determine the effect of service quality, price, and consumer satisfaction on customer loyalty at Cafe Franco among Gen Z in Tanjungpinang City, both partially and simultaneously. This type of research is quantitative with an associative approach. The population in this study is Gen Z consumers who have visited Cafe Franco. The sampling technique used Accidental Sampling method with the Lemeshow formula, obtaining a total sample of 97 respondents. Data collection was carried out through distributing questionnaires. The data analysis technique uses data quality tests, classical assumption tests, multiple linear regression analysis, and hypothesis testing with the help of SPSS software. The results showed that partially, the Service Quality variable (X1) had no significant effect on Customer Loyalty. Conversely, Price (X2) and Consumer Satisfaction (X3) variables have a positive and significant effect on Customer Loyalty. Simultaneously, Service Quality, Price, and Consumer Satisfaction have a significant effect on Customer Loyalty with an influence contribution of 38.9%, while the rest is influenced by other variables outside of this study.

Keywords: Service Quality, Price, Consumer Satisfaction, Customer Loyalty, Gen Z