

ABSTRAK

Kepuasan pelanggan merupakan salah satu faktor penting dalam keberlangsungan dan daya saing usaha kedai kopi, karena pelanggan tidak hanya mempertimbangkan kualitas produk, tetapi juga pengalaman yang diperoleh, kualitas layanan, serta kesesuaian harga dengan manfaat yang diterima. Kedai Kopi Franco Tanjungpinang menghadapi persaingan bisnis kedai kopi yang semakin berkembang, sehingga penting untuk memahami faktor-faktor yang dapat meningkatkan kepuasan pelanggan. Penelitian ini bertujuan untuk menganalisis pengaruh pengalaman konsumen terhadap kepuasan pelanggan, pengaruh kualitas layanan terhadap kepuasan pelanggan, pengaruh persepsi harga terhadap kepuasan pelanggan, serta pengaruh pengalaman konsumen, kualitas layanan, dan persepsi harga secara simultan terhadap kepuasan pelanggan di Kedai Kopi Franco Kota Tanjungpinang. Penelitian ini menggunakan pendekatan kuantitatif dengan jumlah sampel sebanyak 96 responden yang merupakan pelanggan Kedai Kopi Franco. Data dikumpulkan melalui observasi, wawancara, dan penyebaran kuesioner, kemudian dianalisis menggunakan analisis statistik dengan bantuan perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa pengalaman konsumen berpengaruh positif dan signifikan terhadap kepuasan pelanggan dengan nilai t_{hitung} sebesar 2,005 dan signifikansi 0,048. Kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan dengan nilai t_{hitung} sebesar 2,701 dan signifikansi 0,008. Persepsi harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan dengan nilai t_{hitung} sebesar 3,781 dan signifikansi 0,000. Selain itu, pengalaman konsumen, kualitas layanan, dan persepsi harga secara simultan berpengaruh positif dan signifikan terhadap kepuasan pelanggan dengan nilai F_{hitung} sebesar 72,117 dan signifikansi 0,000. Model penelitian mampu menjelaskan sebesar 69,2% variasi kepuasan pelanggan, sedangkan 30,8% dipengaruhi oleh faktor lain di luar model penelitian. Temuan ini menunjukkan bahwa persepsi harga menjadi faktor yang paling dominan dalam memengaruhi kepuasan pelanggan. Hasil penelitian diharapkan dapat menjadi masukan bagi manajemen Kedai Kopi Franco Tanjungpinang dalam mempertahankan kesesuaian harga dengan kualitas produk, meningkatkan kualitas pelayanan, serta menciptakan pengalaman konsumen yang positif guna meningkatkan kepuasan pelanggan.

Kata Kunci: Pengalaman Konsumen, Kualitas Layanan, Persepsi Harga, Kepuasan Pelanggan, Kedai Kopi.

ABSTRACT

Customer satisfaction is one of the important factors in the sustainability and competitiveness of coffee shop businesses, as customers consider not only product quality but also the experiences they receive, service quality, and the suitability of prices with the benefits obtained. Kedai Kopi Franco Tanjungpinang faces increasingly competitive coffee shop business conditions, making it important to understand the factors that can enhance customer satisfaction. This study aims to analyze the effect of customer experience on customer satisfaction, the effect of service quality on customer satisfaction, the effect of price perception on customer satisfaction, as well as the simultaneous effect of customer experience, service quality, and price perception on customer satisfaction at Kedai Kopi Franco, Tanjungpinang City. This study employed a quantitative approach with a sample of 96 respondents who were customers of Kedai Kopi Franco. Data were collected through observation, interviews, and questionnaire distribution, and were analyzed using statistical analysis with the assistance of SPSS software. The results showed that customer experience had a positive and significant effect on customer satisfaction, with a t-value of 2.005 and a significance value of 0.048. Service quality had a positive and significant effect on customer satisfaction, with a t-value of 2.701 and a significance value of 0.008. Price perception had a positive and significant effect on customer satisfaction, with a t-value of 3.781 and a significance value of 0.000. Furthermore, customer experience, service quality, and price perception simultaneously had a positive and significant effect on customer satisfaction, with an F-value of 72.117 and a significance value of 0.000. The research model was able to explain 69.2% of the variation in customer satisfaction, while the remaining 30.8% was influenced by other factors outside the research model. The findings indicate that price perception is the most dominant factor influencing customer satisfaction. The results of this study are expected to provide input for the management of Kedai Kopi Franco Tanjungpinang in maintaining the suitability of prices with product quality, improving service quality, and creating positive customer experiences to enhance customer satisfaction.

Keywords: Customer Experience, Service Quality, Price Perception, Customer Satisfaction, Coffee Shop.