

PENGARUH *RELATIONSHIP MARKETING*, SUASANA KAFE, DAN KEPUASAN PENGUNJUNG TERHADAP LOYALITAS PELANGGAN TOMORO COFFEE

ABSTRAK

Abstract: *This study aims to prove whether Relationship Marketing has a significant effect on Customer Loyalty, Cafe Atmosphere has a significant effect on Customer Loyalty, Visitor Satisfaction has a significant effect on Customer Loyalty Relationship Marketing, Cafe Atmosphere, Visitor Satisfaction simultaneously have a significant effect on Customer Loyalty. This study uses a purposive sampling method in taking samples with the sample size method being the indicator multiplied by five. This study used a sample of 170 respondents with the criteria of having purchased Tomoro Coffee products more than 1 time. The analysis technique used is multiple linear regression. The results of the study show that Relationship Marketing has a significant effect on Customer Loyalty, Cafe Atmosphere has a significant effect on Customer Loyalty, Visitor Satisfaction has a significant effect on Customer Loyalty Relationship Marketing, Cafe Atmosphere, Visitor Satisfaction simultaneously have a significant effect on Customer Loyalty*

Keywords: *relationship marketing, cafe atmosphere, visitor satisfaction, customer loyalty*

Abstrak: *Penelitian ini bertujuan untuk membuktikan apakah Relationship Marketing berpengaruh signifikan terhadap Loyalitas Pelanggan, Suasana Kafe berpengaruh signifikan terhadap Loyalitas Pelanggan, Kepuasan Pengunjung berpengaruh signifikan terhadap Loyalitas Pelanggan Relationship Marketing, Suasana Kafe, Kepuasan Pengunjung secara simultan berpengaruh signifikan terhadap Loyalitas Pelanggan. Penelitian ini menggunakan metode purposive sampling dalam pengambilan sampel dengan metode jumlah sampelnya adalah indikator dikali lima. Penelitian ini menggunakan sampel sebanyak 170 responden dengan kriteria sudah pernah membeli produk Tomoro Coffee lebih dari 1 kali. Teknik analisis yang digunakan adalah regresi linier berganda. Hasil Penelitian menunjukkan bahwa Relationship Marketing berpengaruh signifikan terhadap Loyalitas Pelanggan, Suasana Kafe berpengaruh signifikan terhadap Loyalitas Pelanggan, Kepuasan Pengunjung berpengaruh signifikan terhadap Loyalitas Pelanggan Relationship Marketing, Suasana Kafe, Kepuasan Pengunjung secara simultan berpengaruh signifikan terhadap Loyalitas Pelanggan*

Kata kunci: *hubungan pemasaran, suasana kafe, kepuasan pengunjung, loyalitas pelanggan*