

ABSTRACT

Customer loyalty is the dedication of a customer to consistently buy goods or services from a particular brand or business over an extended period of time. It involves a deep-seated preference and trust towards a specific brand, which frequently leads to regular and consistent buying behavior. It goes beyond simple repeat purchases. All things considered, the phenomenon of customer loyalty is complicated and impacted by a range of practical, psychological, and emotional elements. A strategic approach that is centered on comprehending and continuously meeting the needs and expectations of the customer is necessary to establish and preserve customer loyalty.

A thorough analysis of the literature reveals that the food and beverage industry's SERVQUAL model which measures tangibles, reliability, responsiveness, assurance, and empathy has not been adequately tested in previous research. Thus, the goal of this study is to shed new light on how customer loyalty is affected by service quality in the Café business. This study uses a structured questionnaire to survey café patrons in Tembalang, Semarang, Central Java area. There will be 300 self-administered survey questionnaires available. The data were analyzed using multiple regression analysis.

The café industry in Tembalang, Semarang, Central Java, is the exclusive subject of this study. Convenience sampling was used to collect the data. In the café industry, the relationship between customer loyalty and service quality has only been found in a few previous studies. To solve the issue, this paper investigated the relationship between customer loyalty and service quality. In addition, price fairness is another independent variable included in this paper to examine its effect on customer loyalty.

Keywords: Cafés, Food and Beverage, SERVQUAL Model, Customer Loyalty, Central Java, Semarang, Tembalang

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