ABSTRAK

Penelitian ini untuk mengetahui pengaruh kualitas pelayanan, kepuasan pelanggan terhadap minat beli ulang. Objek penelitian ini adalah Starbucks Coffee yang terletak di Jakarta.Penelitian ini dilakukan terhadap 135 responden dengan menggunakan pendekatan deskriptif kuantitatif. Oleh karena itu, Analisis data yang digunakan adalah analisis statistik dengan software SEM-PLS Versi 3.0. Hasil penelitian ini menunjukkan bahwa secara uji t kualitas pelayanan dan kepuasan pelangan berpengaruh signifikan terhadap minat beli ulang di Starbucks Coffee, dan kualitas pelayanan berpengaruh signifikan terhadap kepuasan pelangan di Starbucks Coffee

Kata Kunci : kualitas pelayanan, kepuasan pelanggan, minat beli ulang, kedai kopi

ABSTRACT

This research aims to identify the influence of service quality, customer statisfaction and repurchase intention. The object for this research is Starbucks coffee that located in Jakarta. Quantitative-descriptive approach have employed in this study. The questionnaire have distributed to 135 respondents. Thus, SEM-PLS 3.0 have adobted to run data analysis.These research founds that service quality and customer statisfaction have been significantly influence repurchase intention in Starbucks Coffee, and service quality have been significantly influence on customer satisfaction in Starbucks Coffee.

Keywords : Service Quality, Customer statisfaction, Repurchase intention, Coffee Shop