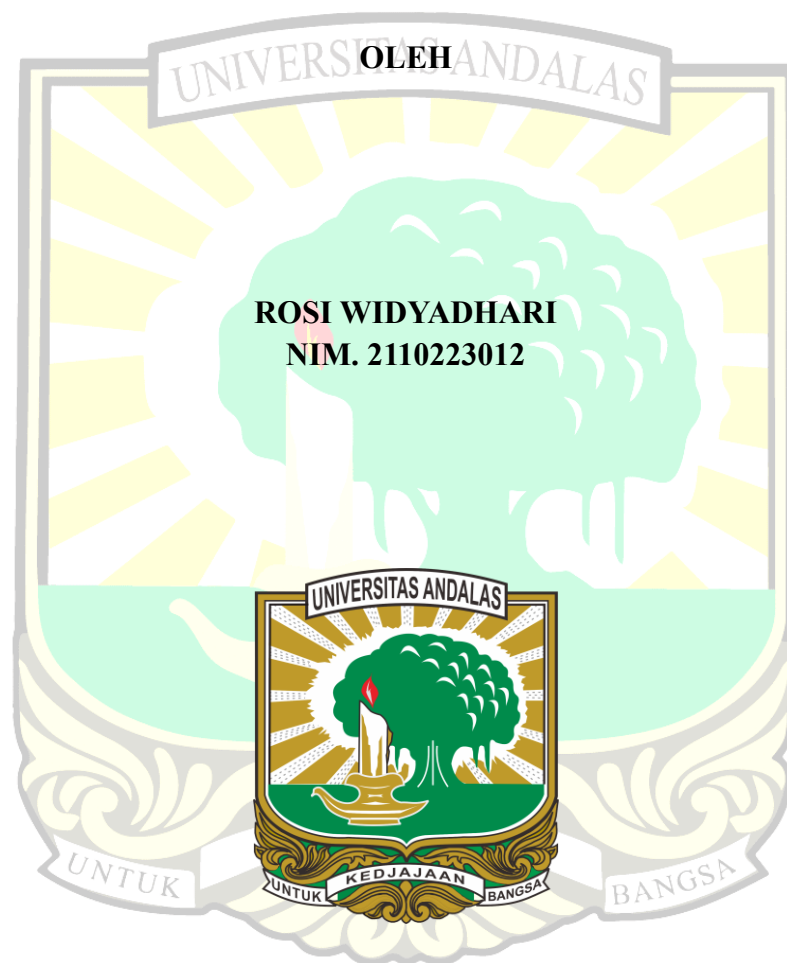


**ANALISIS KEPUASAN DAN LOYALITAS KONSUMEN PADA
CAFE ALOOHA TROPICAL KOTA PADANG**

SKRIPSI



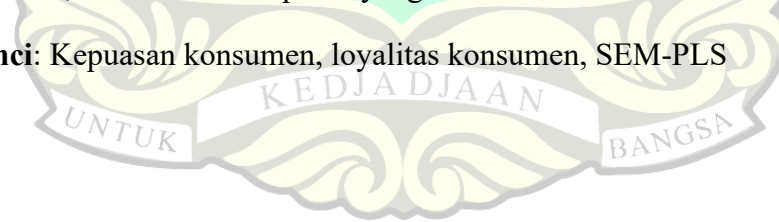
**FAKULTAS PERTANIAN
UNIVERSITAS ANDALAS
PADANG
2026**

ANALISIS KEPUASAN DAN LOYALITAS KONSUMEN PADA *CAFE ALOOHA TROPICAL* KOTA PADANG

Abstrak

Perkembangan industri kuliner sebagai bagian dari agroindustri di Kota Padang menyebabkan persaingan usaha yang semakin ketat. Kondisi ini diperkuat oleh adanya fluktuasi data penjualan Cafe Alooha Tropical yang cenderung mengalami penurunan penjualan yang mengindikasikan permasalahan dalam mempertahankan kepuasan dan loyalitas konsumen. Sebagai usaha kuliner berbasis komoditas kelapa, Cafe Alooha Tropical masih menghadapi permasalahan pada kualitas pelayanan, kualitas produk, dan suasana kafe yang berpotensi memengaruhi kepuasan dan loyalitas konsumen. Penelitian ini bertujuan untuk mengidentifikasi karakteristik konsumen serta menganalisis pengaruh *tangible*, *reliability*, *responsiveness*, *assurance*, *empathy*, *product quality*, dan *store atmosphere* terhadap kepuasan dan loyalitas konsumen. Penelitian menggunakan metode survei dengan pendekatan kuantitatif, pengambilan sampel dilakukan secara *purposive sampling*, dan data dikumpulkan melalui kuesioner skala Likert. Analisis data dilakukan menggunakan *Structural Equation Modeling–Partial Least Squares (SEM-PLS)*. Hasil penelitian menunjukkan bahwa konsumen Cafe Alooha Tropical Kota Padang didominasi oleh kelompok usia 12–25 tahun, berjenis kelamin perempuan, dengan status pelajar atau mahasiswa dan uang saku kurang dari Rp1.500.000 per bulan. Hasil penelitian juga menunjukkan bahwa kepuasan konsumen dipengaruhi secara signifikan oleh variabel *assurance*, *empathy*, dan *product quality*. Kepuasan konsumen tersebut terbukti berpengaruh positif dan signifikan terhadap loyalitas konsumen, yang tercermin dari kecenderungan melakukan kunjungan ulang dan merekomendasikan Cafe Alooha Tropical kepada orang lain. Cafe Alooha Tropical disarankan untuk memfokuskan inovasi pada peningkatan *assurance*, *empathy*, dan *product quality* melalui penguatan profesionalisme karyawan dan konsistensi serta pengembangan produk, mempertahankan kinerja *tangible*, *reliability*, *responsiveness*, dan *store atmosphere* yang telah memadai.

Kata Kunci: Kepuasan konsumen, loyalitas konsumen, SEM-PLS



ANALYSIS OF CUSTOMER SATISFACTION AND LOYALTY AT CAFE ALOOHA TROPICAL PADANG CITY

Abstract

Culinary industry development in Padang City has intensified business competition. The fact that there was declining in sales data at Cafe Alooha Tropical, indicated challenges in maintaining customer loyalty and satisfaction. Cafe Alooha Tropical, a coconut-based culinary business, is a facing issues related to service quality, product quality, and store atmosphere that influence customer loyalty and satisfaction. This study aims to identify customer characteristics and to analyze the effects of tangible, reliability, responsiveness, assurance, empathy, product quality, and store atmosphere of customer loyalty and satisfaction. The research was conducted by using a survey method with a quantitative approach. The respondents were chosen by using purposive sampling. Data were collected by using Likert scale questionnaires. Data were analyzed by using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The result showed that the consumers of Cafe Alooha Tropical in Padang City are predominantly females, aged 12–25 years, mostly students with monthly allowances below IDR 1,500,000. The finding indicated that customer satisfaction is significantly influenced by assurance, empathy, and product quality. Furthermore, customer satisfaction has a positive and significant effect on customer loyalty, as reflected in repeat visit and willingness to recommend Cafe Alooha Tropical to others. Therefore, it is recommended that Cafe Alooha Tropical to focus on improving assurance, empathy, and product quality through enhancing employee professionalism, maintaining product consistency, and developing product innovation, while sustaining the performance of tangible, reliability, responsiveness, and store atmosphere.

Keywords: *Consumer satisfaction, consumer loyalty, SEM-PLS*

