

ABSTRACT

The purpose of this research is to determine the influence that price perceptions, service quality, product quality and store atmosphere have on Adaptasi Kopi customer loyalty. The population in this study were Adaptasi Kopi customers and the sample obtained was 100 respondents. Data collected by distributing questionnaires using Google Forms. Analysis of this research data uses a regression method with validity and reliability testing first to ensure that the questionnaire statements used are valid and reliable. The analysis tool used is SEM-PLS with the help of SmartPLS software.

Through this research, the results showed that price perception has a significantly positive influence on Adaptasi Kopi customer loyalty. Service quality has a significantly positive influence on Adaptasi Kopi customer loyalty. Product quality has a significantly positive influence on Adaptasi Kopi customer loyalty. Store atmosphere has a significantly positive influence on Adaptasi Kopi customer loyalty.

Keywords: Price Perception, Service Quality, Product Quality, Store Atmosphere, Customer Loyalty