

ABSTRAK

PENCAPAIAN LOYALITAS PELANGGAN CAFE AND RESTO SINGGASANA MELALUI *DINE SERVICE QUALITY*, KUNJUNGAN KEMBALI, DAN KEPUASAN PELANGGAN SEBAGAI MEDIASI

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Penelitian ini bertujuan untuk menganalisis pengaruh *dine service quality* terhadap kepuasan pelanggan serta dampaknya terhadap loyalitas pelanggan dan kunjungan kembali cafe and resto singgasana di bangkalan. Variabel yang dikaji dalam penelitian ini meliputi pelayanan *dine service quality*, kepuasan pelanggan sebagai variabel mediasi, loyalitas pelanggan, dan niat berkunjung kembali. Penelitian ini menggunakan pendekatan kuantitatif dengan metode *analisis Partial Least Square- Structural Equation Modeling* (PLS-SEM). Sampel dalam penelitian ini berjumlah 120 responden yang merupakan pengunjung cafe and resto singgasana yang telah berkunjung minimal satu kali. Teknik pengumpulan data dilakukan melalui kuesioner yang disusun berdasarkan indikator dari lima dimensi DINESERV, yaitu tangible, reliability, responsiveness, assurance, dan empathy juga indikator dari kepuasan pelanggan, loyalitas pelanggan dan kunjungan kembali. Hasil penelitian menunjukkan bahwa *dine service quality* berpengaruh signifikan terhadap kepuasan pelanggan. Kepuasan pelanggan juga berpengaruh positif terhadap loyalitas pelanggan dan kunjungan kembali. Selain itu, kepuasan pelanggan terbukti memediasi hubungan antara *dine service quality* terhadap loyalitas pelanggan dan kunjungan kembali. Hasil ini menegaskan bahwa kualitas pelayanan yang baik menjadi kunci utama dalam menciptakan kepuasan pelanggan, serta meningkatkan kemungkinan mereka untuk berkunjung kembali.

Kata kunci : *Dine service quality*, kepuasan pelanggan, loyalitas pelanggan, kunjungan kembali

ABSTRACT

ACHIEVING CUSTOMER LOYALTY AT CAFE AND RESTO SINGGASANA THROUGH DINE SERVICE QUALITY, RETURN VISITS, AND CUSTOMER SATISFACTION AS MEDIATION

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This study aims to analyze the effect of dine service quality on customer satisfaction and its impact on customer loyalty and revisits at Singgasana Cafe and Resto in Bangkalan. The variables studied in this study include dine service quality, customer satisfaction as a mediating variable, customer loyalty, and revisit intention. This study uses a quantitative approach with the Partial Least Square-Structural Equation Modeling (PLS-SEM) analysis method. The sample in this study amounted to 120 respondents who were visitors to Singgasana Cafe and Resto who had visited at least once. The data collection technique was carried out through a questionnaire compiled based on indicators from the five dimensions of DINESERV, namely tangible, reliability, responsiveness, assurance, and empathy as well as indicators of customer satisfaction, customer loyalty and revisits. The results showed that dine service quality had a significant effect on customer satisfaction. Customer satisfaction also had a positive effect on customer loyalty and revisits. In addition, customer satisfaction was proven to mediate the relationship between dine service quality on customer loyalty and revisits. These results confirm that good service quality is key to creating customer satisfaction and increasing the likelihood of repeat visits.

Keywords: Dine-in service quality, customer satisfaction, customer loyalty, revisit intention