

Judul : Peran Kepuasan Konsumen Dalam Pengaruh Store Atmosphere, Kualitas Pelayanan, dan Digital Marketing terhadap Loyalitas Konsumen di The Legend Bar and Restaurant Legian, Kuta, Bali.

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran kepuasan konsumen dalam memediasi pengaruh store atmosphere, kualitas pelayanan, dan digital marketing terhadap loyalitas konsumen di The Legend Bar and Restaurant, Legian, Kuta, Bali. Dalam industri kuliner yang kompetitif, memahami faktor-faktor yang memengaruhi kepuasan dan loyalitas pelanggan menjadi krusial bagi keberlangsungan bisnis. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap pelanggan yang mengunjungi restoran tersebut. Data dikumpulkan melalui kuesioner yang telah diuji validitas dan reliabilitasnya, kemudian dianalisis menggunakan metode Partial Least Squares-Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa store atmosphere, kualitas pelayanan, dan digital marketing berpengaruh positif dan signifikan terhadap kepuasan konsumen. Selain itu, kepuasan konsumen juga terbukti memiliki pengaruh signifikan terhadap loyalitas konsumen, serta berperan sebagai variabel mediasi dalam hubungan antara store atmosphere, kualitas pelayanan, dan digital marketing terhadap loyalitas konsumen. Temuan ini memberikan implikasi penting bagi manajemen The Legend Bar and Restaurant dalam meningkatkan daya saing mereka, dengan menitikberatkan pada peningkatan pengalaman pelanggan melalui optimalisasi store atmosphere, peningkatan kualitas pelayanan, serta pemanfaatan strategi digital marketing yang lebih efektif.

Kata kunci: Store atmosphere, kualitas pelayanan, digital marketing, kepuasan konsumen, loyalitas konsumen, restoran

Title : *The Role of Customer Satisfaction in the Influence of Store Atmosphere, Service Quality, and Digital Marketing on Customer Loyalty at The Legend Bar and Restaurant Legian, Kuta, Bali.*

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ABSTRACT

This study aims to analyze the role of customer satisfaction in mediating the influence of store atmosphere, service quality, and digital marketing on customer loyalty at The Legend Bar and Restaurant, Legian, Kuta, Bali. In the competitive culinary industry, understanding the factors that influence customer satisfaction and loyalty is crucial for business continuity. This study uses a quantitative approach with a survey method of customers who visit the restaurant. Data were collected through questionnaires that have been tested for validity and reliability, then analyzed using the Partial Least Squares-Structural Equation Modelling (PLS-SEM) method. The results indicated that store atmosphere, service quality, and digital marketing have a positive and significant effect on customer satisfaction. In addition, customer satisfaction is also proven to have a significant influence on customer loyalty and acts as a mediating variable in the relationship between store atmosphere, service quality, and digital marketing. These findings provide important implications for the management of The Legend Bar and Restaurant in improving their competitiveness by focusing on improving customer experience through optimizing store

Keywords: *Store atmosphere, service quality, digital marketing, customer satisfaction, customer loyalty, restaurant*