

ABSTRACT

The culinary business of coffee shops in Indonesia continues to grow and seems to be increasing massively in the last three years. The style of life drinking coffee when it was becoming a trend in the society, especially the millennial generation. One of the most coffee shop in Indonesia is Kopi Janji Jiwa with a total of 500 coffee shops, Kopi Janji Jiwa was founded by Billy Kurniawan at ITC Kuningan in 2018. Kopi Janji Jiwa Bekasi dominating shop coffee more where the total number of Kopi Janji Jiwa Bekasi has reached 24 outlets.

Based on the results of the pre-questionnaire that was given to 30 respondents in the purchase of Kopi Janji Jiwa Bekasi, as much as 83% or 25 respondents ever buy Kopi Janji Jiwa Bekasi more than once then it can be said to be any form of loyalty of consumers. Consumer Loyalty Variable can be influenced by many factors including Retail Service Quality Variable. In addition it also can be affected by variables Intervening namely Consumers Satisfaction Variable. Therefore the purpose of this research it is for examine whether Satisfaction Consumers as variable Intervening may affect the Retail Service Quality toward Loyalty Consumers Kopi Janji Jiwa Bekasi.

The research was conducted using a quantitative approach method. Sample were used in the study is totaled 100 respondents who ever did purchase Kopi Janji Jiwa Bekasi more than two purchases with the technique of collecting a sample that is nonprobability sampling type of purposive sampling. The data analysis technique used is descriptive analysis and path analysis with the help of SPSS version 24 software.

The results of this study aim to find out that there is a direct influence between Retail Service Quality on Consumer Satisfaction of 69.8%, a direct influence of Retail Service Quality on Consumer Loyalty of 9.85%, a direct influence of Consumer Satisfaction on Consumer Loyalty of 15.6%, and the influence is not directly between the Retail Service Quality toward Loyalty Consumers through Consumers Satisfaction as variable intervening amounted to 64.5% in Kopi Janji Jiwa Bekasi.

Keywords : *Retail Service Quality , Consumer Satisfaction , Consumer Loyalty.*