ABSTRACT

Bandung City is one of the popular tourist destinations and a favorite city for spending leisure time. The significant development in the current industry is the food and beverages industry, including coffee shops. The Sumur Bandung area is known for having many coffee shops, such as Jiwan Coffee and Things, Makmur Jaya Coffee Roaster, and Di Dago Café. While numerous coffee shops have been established in the Sumur Bandung area, some have also been forced to close due to a lack of attention to factors that make customers happy and satisfied with a particular coffee shop. Therefore, this research aims to analyze the influence of customer delight on customer loyalty when choosing a coffee shop. This research employs a quantitative approach with data collection through questionnaires. The respondents in this study are coffee shop visitors who have experience with coffee shop services in the Sumur Bandung area. Data were collected from 100 randomly selected respondents from various coffee shops in the Sumur Bandung area. Data analysis was conducted using a simple linear regression method to determine the extent to which customer delight affects customer loyalty. Additionally, factor analysis was performed to identify the factors that contribute the most to customer delight.

Keywords: customer delight, customer loyality, coffee shop