

ABSTRAK

Kelvin Sidiq Dodiaz. 2026. Pengaruh Variasi Produk, Harga, Kualitas Pelayanan, Terhadap Loyalitas Pelanggan Ikio Coffeshoop Madiun (Studi Empiris Pada Ikio Coffeshopp Madiun). Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun, Pembimbing (I) Dr. Hari Purwanto, S.E., M.M. (II) Wiwin Juliyanti, S.E., S.Pd., M.Ak

Penelitian ini bertujuan untuk menganalisis pengaruh Variasi Produk, Harga, dan Kualitas Pelayanan, terhadap Loyalitas Pelanggan pada Ikio Coffeeshop Madiun. Fenomena peningkatan konsumsi kopi dan pertumbuhan coffee shop modern di Madiun menjadikan Ikio Coffeeshop sebagai objek studi yang relevan melalui keunikan variasi produk, strategi harga kompetitif, dan komitmen pelayanan.

Penelitian kuantitatif ini menggunakan metode survei asosiatif kausal dengan menyebarkan kuesioner kepada 385 responden konsumen IKIO Coffeesshop yang dipilih melalui teknik purposive dan accidental sampling berdasarkan rumus Lemeshow. Metode analisis data yang digunakan meliputi uji instrumen (validitas dan reliabilitas), uji asumsi klasik, analisis regresi linear berganda, uji signifikansi parsial (uji t), serta uji koefisien determinasi dengan bantuan program IBM SPSS 25. Hasil penelitian menunjukkan bahwa Harga dan Kualitas Pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, sedangkan Variasi Produk tidak berpengaruh signifikan terhadap loyalitas pelanggan

Kata Kunci : Variasi Produk, Harga, Kualitas Pelayanan, Loyalitas Pelanggan, coffee shop.

ABSTRACT

Kelvin Sidiq Dodiak. 2026. The Influence of Product Variety, Price, and Service Quality on Customer Loyalty at Ikio Coffee Shop Madiun (An Empirical Study at Ikio Coffee Shop Madiun). Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun, Advisor: (I) Dr. Hari Purwanto, S.E., M.M. (II) Wiwin Juliyanti, S.E., S.Pd., M.Ak

This study aims to analyze the influence of Product Variation, Price, and Service Quality on Customer Loyalty at Ikio Coffeeshop Madiun. The rising coffee consumption and the growth of modern coffee shops in Madiun make Ikio Coffeeshop a relevant study object due to its unique product variations, competitive pricing strategy, and commitment to service.

This quantitative study used a causal associative survey method by distributing questionnaires to 385 IKIO Coffeeshop consumer respondents, selected through purposive and accidental sampling techniques based on the Lemeshow formula. The data analysis methods used included instrument tests (validity and reliability), classical assumption tests, multiple linear regression analysis, partial significance tests (t-tests), and determination coefficient tests with the help of IBM SPSS 25. The results showed that Price and Service Quality have a positive and significant effect on customer loyalty, while Product Variety does not have a significant effect on customer loyalty.

Keywords: *Product Variation, Price, Service Quality, Customer Loyalty, coffee shop.*