

THE INFLUENCE OF TASTE AND PHYSICAL EVIDENCE ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION

(Study at D'ANDRA Coffee & Eatery)

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ABSTRACT

This study aims to determine the effect of taste and physical evidence on consumer loyalty through customer satisfaction at D'ANDRA Coffee & Eatery. This study uses a quantitative method approach, with the sampling technique used is purposive sampling, which results in 100 samples of regular customer respondents who make purchases at D'ANDRA Coffee & Eatery. Data analysis was carried out with a descriptive analysis approach, inner model analysis, outer model analysis, and hypothesis testing using SmartPLS 4 software. The results showed that taste, physical evidence, and customer satisfaction have a significant positive effect on customer loyalty. The consumer satisfaction variable is able to moderate the influence of taste and physical evidence on consumer loyalty.

Keywords: Taste, Physical Evidence, Consumer Loyalty, Consumer Satisfaction.

**PENGARUH CITA RASA DAN *PHYSICAL EVIDENCE* TERHADAP
LOYALITAS KONSUMEN MELALUI KEPUASAN KONSUMEN**

(Studi Pada D'ANDRA Coffee & Eatery)

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh cita rasa dan *physical evidence* terhadap loyalitas konsumen melalui kepuasan konsumen pada D'ANDRA Coffee & Eatery. Penelitian ini menggunakan pendekatan metode kuantitatif, dengan teknik pengambilan sampel yang digunakan adalah *purposive sampling*, yang menghasilkan 100 sampel responden pelanggan tetap yang melakukan pembelian di D'ANDRA Coffee & Eatery. Analisis data dilakukan dengan pendekatan analisis deskriptif, analisis inner model, analisis *outer model*, dan pengujian hipotesis menggunakan *software* SmartPLS 4. Hasil penelitian menunjukkan bahwa cita rasa, *physical evidence*, dan kepuasan konsumen memiliki pengaruh positif signifikan terhadap loyalitas konsumen. Variabel kepuasan konsumen mampu memoderasi pengaruh cita rasa dan *physical evidence* terhadap loyalitas konsumen.

Kata kunci: Cita Rasa, *Physical Evidence*, Loyalitas Konsumen, Kepuasan Konsumen