

**PENGARUH *RELATIONSHIP MARKETING* DAN SUASANA CAFE
TERHADAP LOYALITAS PELANGGAN PILTIK COFFEE AND
HOMESTAY JL.SADAR SIBORONGBORONG**

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ABSTRAK

Fittauli Sigalingging, NIM 7171210010, “Pengaruh *Relationship Marketing* Dan Suasana Cafe Terhadap Loyalitas Pelanggan Piltik Coffee And Homestay Jl.Sadar Siborong-Borong”. Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Medan.

Penelitian ini bertujuan untuk mengetahui apakah *Relationship Marketing* dan Suasana Cafe berpengaruh terhadap Loyalitas Pelanggan Piltik Coffee And Homestay. Sampel dalam penelitian ini sebanyak 109 orang.

Teknis analisis data yang digunakan dalam penelitian ini adalah analisis regresi linear berganda dengan rumus $Y = a + b_1 X_1 + b_2 X_2 + e$. dari hasil penelitian ini diperoleh $Y = 4,466 + 0,297 X_1 + 0,459 X_2 + e$. dengan koefisien determinasi (R^2) sebesar 0,645. Yang berarti variabel *Relationship Marketing* (X_1) dan Suasana Kafe (X_2) secara bersama sebesar 64,5% dan sisanya 35,5% dipengaruhi oleh variabel lain diluar model penelitian. Uji parsial t bahwa *Relationship Marketing* berpengaruh positif terhadap Loyalitas Pelanggan dan Suasana Cafe berpengaruh positif terhadap Loyalitas Pelanggan. Uji simultan bahwa variabel *Relationship Marketing* dan Suasana Cafe secara bersama-sama (simultan) berpengaruh terhadap Loyalitas Pelanggan Piltik Coffee And Homestay.

Kata Kunci : *Relationship Marketing*, Suasana Cafe, Loyalitas Pelang

**THE EFFECT OF RELATIONSHIP MARKETING AND CAFE MOOD ON
CUSTOMER LOYALTY COFFEE AND HOMESTAY CUSTOMER
JL. SADAR SIBORONGBORONG**

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ABSTRACT

Fittauli Sigalingging, NIM 7171210010, "The Influence of Relationship Marketing and Cafe Atmosphere on Customer Loyalty at Piltik Coffee And Homestay Jl.Sadar Siborong-Borong". Department of Management, Faculty of Economics, State University of Medan.

This study aims to determine whether Relationship Marketing and Cafe atmosphere have an effect on customer loyalty at Piltik Coffee And Homestay. The sample in this study were 109 people. The data analysis technique used in this study is multiple linear regression analysis with the formula $Y = a + b_1 X_1 + b_2 X_2 + e$. from the results of this study obtained $Y = 4.466 + 0.297 X_1 + 0.459 X_2 + e$. with the coefficient of determination (R^2) of 0.645. Which means the variable Relationship Marketing (X_1) and Cafe Atmosphere (X_2) together is 64.5% and the remaining 35.5% is influenced by other variables outside the research model. Partial test t that relationship marketing has a positive effect on customer loyalty and cafe atmosphere has a positive effect on customer loyalty. Simultaneous test that the variables of Relationship Marketing and Cafe atmosphere together (simultaneously) have an effect on Customer Loyalty at Piltik Coffee And Homestay.

Keywords: Relationship Marketing, Cafe Atmosphere, Pelang Loyalty