

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh citra merek, variasi produk, dan *customer experience* terhadap kepuasan pelanggan AADK Coffee & Eatery Wiyung Surabaya. Penelitian ini menggunakan metode kuantitatif dengan metode *non probability sampling* untuk pengambilan sampel dan penentuan sampel dengan menggunakan *purposive sampling*. Sampel yang diambil dalam penelitian ini yakni warga kota Surabaya yang pernah mengunjungi atau menikmati produk AADK Coffee & Eatery Wiyung Surabaya dengan jumlah sampel 100. Teknik analisis data menggunakan analisis regresi linier berganda. Data penelitian bersumber data primer dan proses pernyataan pada kuesioner dengan menggunakan bantuan *google form*. Berdasarkan hasil analisis regresi linier berganda diketahui bahwa citra merek berpengaruh positif dan signifikan terhadap kepuasan pelanggan dikarenakan apa yang dibayangkan pelanggan mengenai AADK Coffee & Eatery Wiyung Surabaya sesuai dengan yang dirasakan, serta variasi produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan karena AADK Coffee & Eatery Wiyung Surabaya cukup menarik perhatian pelanggan untuk dikunjungi, dan *customer experience* berpengaruh positif dan signifikan terhadap kepuasan pelanggan karena memberikan tempat yang nyaman untuk segala aktivitas pelanggan selama berada di AADK Coffee & Eatery Wiyung Surabaya.

Kata kunci : citra merek, variasi produk, *customer experience*, kepuasan pelanggan.

ABSTRACT

This research aimed to find out the effect of brand image, product variation, and customer experience on the customers' satisfaction with AADK Coffee & Eatery Wiyung Surabaya. Furthermore, the research was quantitative. The data collection technique used non-probability sampling i.e., a sample collection and sample determination by purposive sampling. Moreover, the sample was 100 Surabaya citizens Surabaya who had visited and enjoyed the products of AADK Coffee & Eatery Wiyung Surabaya. Additionally, the data analysis technique used multiple linear regression. The data were primary, in the form of statements processed in the questionnaire through Google Forms.

Based on the analysis of multiple linear regression, it showed that brand image had a positive and significant effect on customers' satisfaction. It meant what customers imagined about AADK Coffee & Eatery Wiyung Surabaya matched what they felt. Likewise, product variation had a positive and significant effect on customers' satisfaction. This happened as AADK Coffee & Eatery Wiyung Surabaya attracted enough attention from customers to visit. Similarly, customer experience had a positive and significant effect on customers' satisfaction. In other words, AADK Coffee & Eatery Wiyung Surabaya provided a comfortable place for all customer activities.

Keywords: *Brand Image, Product Variation, Customer Experience, Customer Satisfaction.*



I certify that this translation is true and accurate. Prepared by a professional translator. This translation is provided on this day

23/2/24

M. Faisal, S.Od., M.Ed

STIESIA Language Center
Menur Pumpungan, 60 Surabaya 60119, Indonesia