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**PENGARUH *OMNICHANNEL SERVICE QUALITY*  
TERHADAP *CUSTOMER RETENTION* MELALUI  
*OMNICHANNEL CUSTOMER EXPERIENCE*  
(Survei pada Pelanggan *Coffee Shop* Lokal di Indonesia)**

**SKRIPSI**

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang Sarjana  
Pendidikan Program Studi Pendidikan Bisnis



**Oleh**

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**PROGRAM STUDI PENDIDIKAN BISNIS  
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS  
UNIVERSITAS PENDIDIKAN INDONESIA  
2024**

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## LEMBAR PENGESAHAN

**PENGARUH OMNICHANNEL SERVICE QUALITY DAN OMNICHANNEL  
CUSTOMER EXPERIENCE TERHADAP CUSTOMER RETENTION  
(Survei pada Pelanggan Coffe Shop Lokal di Indonesia)**

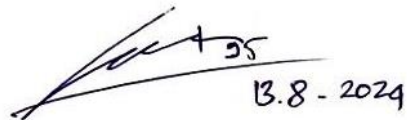
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## PERNYATAAN KEASLIAN ISI SKRIPSI

Dengan ini saya menyatakan bahwa skripsi dengan judul "**Pengaruh Omnichannel Service Quality dan Omnichannel Customer Experience Terhadap Customer Retention (Survei pada Pelanggan Coffee Shop Lokal di Indonesia)**" beserta seluruh isinya merupakan benar karya saya sendiri. Tidak ada penjiplakan maupun pengutipan dilakukan dengan cara tidak sesuai dengan etika ilmu yang berlaku.

Atas pernyataan ini, saya bersedia menanggung risiko maupun sanksi apabila dikemudian hari ditemukan pelanggaran etika keilmuan atau terdapat pengakuan dari pihak lain terhadap keaslian karya saya ini.

Bandung, Agustus 2024

Pembuat Pernyataan



Amelia Naria Simbolon

## ABSTRAK

Amelia Naria Simbolon (2007006) “**Pengaruh *Omnichannel Service Quality* terhadap *Customer Retention* melalui *Omnichannel Customer Experience* (Survei pada Pelanggan *Coffee Shop* Lokal di Indonesia)**”. Di bawah bimbingan Dr. Bambang Widjajanta, M.M dan Lisnawati, S.Pd., MM.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh *omnichannel service quality* terhadap *customer retention* melalui *omnichannel customer experience* (survei pada pelanggan *coffee shop* lokal di Indonesia). Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Sampel pada penelitian ini berjumlah 349 responden pada pelanggan *coffee shop* lokal di Indonesia (Kopi Kenangan, Janji Jiwa, dan Fore Coffee) dengan menggunakan teknik *purposive sampling*. Data diolah secara statistik dan menggunakan metode *Structural Equation Modeling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa gambaran *omnichannel service quality* dan *omnichannel customer experience* berada pada kategori baik sedangkan *customer retention* berada pada kategori tinggi. Hasil pada penelitian ini menunjukkan adanya pengaruh signifikan antara *omnichannel service quality* terhadap *omnichannel customer experience* dan terdapat pengaruh tidak langsung antara *omnichannel service quality* terhadap *customer retention* melalui *omnichannel customer experience*. Implikasi penelitian menunjukkan bahwa *omnichannel service quality* akan mempengaruhi pengalaman pelanggan kepada *brand coffee shop* lokal sehingga *coffee shop* lokal yang memiliki *omnichannel customer experience* secara positif akan mampu meningkatkan *customer retention*.

**Kata Kunci:** *Omnichannel Service Quality, Omnichannel Customer Experience, Customer Retention*

## ABSTRACT

Amelia Naria Simbolon (2007006) “*The Effect of Omnichannel Service Quality on Customer Retention through Omnichannel Customer Experience (Survey on Local Coffee Shop Customers in Indonesia)*”. Under the guidance of Dr. Bambang Widjajanta, M.M and Lisnawati, S.Pd., MM.

*This study aims to obtain an overview the effect of omnichannel service quality on customer retention through omnichannel customer experience (survey on local coffee shop customer in Indonesia). This study uses descriptive and verifiable methods with a quantitative approach. The sample in this study amounted to 349 respondents to local coffee shop customers in Indonesia (Kopi Kenangan, Janji Jiwa, and Fore Coffee) using purposive sampling techniques. The data was processed statistically and using the Structural Equation Modeling (SEM) method. The findings of this study found that the picture of omnichannel service quality and omnichannel customer experience was in the good category while customer retention was in the high category. The results of this study show that there is a significant influence between omnichannel service quality and omnichannel customer experience and there is an indirect influence between omnichannel service quality and customer retention through omnichannel customer experience. The implications of the study show that omnichannel service quality will affect the customer experience to local coffee shop brands so that local coffee shop that have a positive omnichannel customer experience will be able to increase customer retention.*

**Keywords:** *Omnichannel Service Quality, Omnichannel Customer Experience, Customer Retention*

## KATA PENGANTAR

Puji dan syukur penulis panjatkan kehadirat Allah SWT atas segala limpahan rahmat dan hidayah-Nya sehingga penulis dapat menyelesaikan Skripsi yang berjudul “**Pengaruh *Omnichannel Service Quality* terhadap *Customer Retention* melalui *Omnichannel Customer Experience* (Survei pada Pelanggan *Coffee Shop* Lokal di Indonesia)**” sebagai salah satu syarat untuk memperoleh gelar Sarjana Pendidikan Program Studi Pendidikan Bisnis Universitas Pendidikan Indonesia. Tdari penulisan Skripsi ini untuk memperoleh temuan mengenai gambaran pengaruh *omnichannel service quality* terhadap *customer retention*, pengaruh *omnichannel customer experience* terhadap *customer retention*, dan pengaruh *omnichannel service quality* terhadap *omnichannel customer experience* pada pelanggan *coffee shop* lokal di Indonesia.

Penyusunan pada skripsi ini dikerjakan dengan kerja keras, usaha, dedikasi serta ketekunan dalam memahami lebih dalam mengenai hal yang menjadi fokus penelitian. Penulis berharap agar skripsi ini dapat bermanfaat serta menjadi referensi dalam pembelajaran pada materi pemasaran. Namun, apabila masih terdapat kekurangan dan kesalahan dengan segala kerendahan hati penulis mengharapkan kritik dan saran yang membangun untuk dijadikan landasan perbaikan yang berguna bagi pengembangan ilmu pengetahuan.

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Penulis

Amelia Naria Simbolon

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