

**PENGARUH KUALITAS PRODUK TERHADAP LOYALITAS
PELANGGAN MELALUI *REFERRAL PROGRAM*
(Survei Terhadap Pelanggan Industri *Coffee Shop* Lokal di Indonesia)**

SKRIPSI

Diajukan untuk Memenuhi 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
2025**

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PELANGGAN MELALUI REFERRAL PROGRAM
(Survei Terhadap Pelanggan Industri *Coffee Shop* Lokal di Indonesia)**

Oleh

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Sebuah skripsi yang diajukan untuk salah satu syarat memperoleh gelar sarjana
Pendidikan pada Program Studi Pendidikan Bisnis Fakultas Pendidikan Ekonomi
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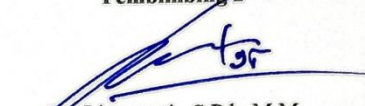
**PENGARUH *PRODUCT QUALITY* TERHADAP
CUSTOMER LOYALTY MELALUI *REFERRAL PROGRAM*
(Survei Terhadap Pelanggan Pengguna Aplikasi Digital Berbasis *Referral Program* pada Industri *Coffee Shop* Lokal di Indonesia)**

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ABSTRAK

Alif Ismail (2102568) “**Pengaruh Kualitas Produk terhadap *Loyalitas pelanggan* melalui *Referral Program* (Survei Terhadap Pelanggan Pelanggan industri coffee shop lokal pada Industri Coffee Shop Lokal di Indonesia)**” dibawah bimbingan Dr. Bambang Widjadjanta, MM dan Dr. Lisnawati, S.Pd., M.M.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh Kualitas Produk terhadap *loyalitas pelanggan* melalui *referral program* pada Pelanggan Pelanggan industri coffee shop lokal pada Industri *Coffee Shop* Lokal di Indonesia. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Dengan pendekatan kuantitatif populasi dalam penelitian ini berjumlah 82.100 dengan sampel berjumlah 347 responden yang merupakan Pelanggan Pelanggan industri coffee shop lokal pada Industri *Coffee Shop* Lokal di Indonesia dengan menggunakan Teknik simple random sampling. Data diolah secara statistic dengan metode *Structural Equation Modeling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa Kualitas Produk memiliki pengaruh positif dan signifikan terhadap *loyalitas pelanggan* melalui *referral program*, Temuan ini menunjukkan bahwa kualitas produk dapat menciptakan *referral program* yang pada akhirnya membentuk *loyalitas pelanggan* pada pelanggan . Hasil penelitian ini diharapkan dapat memberikan wawasan lebih mendalam pada bidang pemasaran mengenai pentingnya penerapan kualitas produk untuk menciptakan *referral program* yang positif sehingga dapat meningkatkan *loyalitas pelanggan* .

Kata Kunci: *kualitas produk referral program, dan loyalitas pelanggan .*

ABSTRACT

Alif Ismail (2102568) “***The Influence of Kualitas produk on Loyalitas pelanggan through Referral Programs (Survey of Customers Using Referral Program-Based Digital Applications in the Local Coffee Shop Industry in Indonesia)***” under the guidance of Dr. Bambang Widjadjanta, MM dan Dr. Lisnawati, S.Pd., M.M.

This study aims to obtain an overview and the influence of kualitas produk on loyalitas pelanggan through referral programs on Customers Using Digital Applications Based on Referral Programs in the Local Coffee Shop Industry in Indonesia. The type of research used is descriptive and verification. With a quantitative approach, the population in this study amounted to 82,100 with a sample of 347 respondents who are Customers Using Digital Applications Based on Referral Programs in the Local Coffee Shop Industry in Indonesia using the simple random sampling technique. Data is processed statistically using the Structural Equation Modeling (SEM) method. The findings of this study found that kualitas produk has a positive and significant influence on loyalitas pelanggan through referral programs. This finding shows that kualitas produk can create referral programs that ultimately form loyalitas pelanggan in customers using digital coffee shop applications based on referral programs. The results of this study are expected to provide deeper insight into the marketing field regarding the importance of implementing kualitas produk to create positive referral programs so that it can increase loyalitas pelanggan.

Keywords: *kualitas produk , referral program, and loyalitas pelanggan.*

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