

Nomor Daftar: 036/S/BD/31/VII/2025

**PENGARUH *GREEN MARKETING*, *PRODUCT QUALITY*, DAN
STORE ATMOSPHERE TERHADAP *CUSTOMER LOYALTY*
PADA FORE COFFEE**



SKRIPSI

diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar
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**PROGRAM STUDI BISNIS DIGITAL
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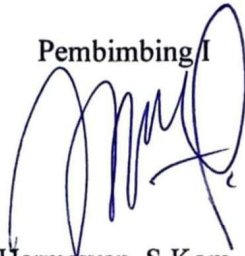
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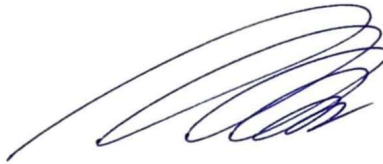
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**Pengaruh *Green Marketing*, *Product Quality*, dan *Store Atmosphere* terhadap
Customer Loyalty pada Fore Coffee**

ABSTRAK

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Mengonsumsi kopi di kedai telah menjadi bagian dari gaya hidup masyarakat Indonesia, ditandai dengan meningkatnya konsumsi kopi dan menjamurnya kedai kopi di berbagai daerah. Fenomena ini membawa dampak positif secara ekonomi, namun juga menimbulkan permasalahan seperti peningkatan sampah dan ketatnya persaingan bisnis yang membuat banyak kedai tidak mampu bertahan lama. Untuk tetap kompetitif dan mempertahankan pelanggan, berbagai strategi diterapkan oleh pelaku usaha, termasuk dalam hal pemasaran, kualitas produk, dan pengalaman konsumen. Penelitian ini bertujuan menganalisis pengaruh *Green Marketing*, *Product Quality*, dan *Store Atmosphere* terhadap *Customer Loyalty* pada Fore Coffee. Penelitian dilakukan secara kuantitatif dengan teknik *nonprobability sampling* dan pengolahan data menggunakan SPSS 27. Diperoleh sebanyak 113 responden dengan kriteria berupa pernah membeli produk Fore lebih dari satu kali dan pernah mengunjungi gerainya di Kota Bandung. Hasil menunjukkan bahwa secara parsial, *Green Marketing* dan *Product Quality* berpengaruh signifikan terhadap *Customer Loyalty*, sedangkan *Store Atmosphere* tidak. Secara simultan, ketiga variabel berpengaruh signifikan dengan nilai R^2 sebesar 46,6%.

Kata Kunci: Pemasaran, Pemasaran Hijau, Kualitas Produk, Atmosfir Toko, dan Loyalitas Pelanggan

The Influence of Green Marketing, Product Quality, and Store Atmosphere on Customer Loyalty at Fore Coffee

ABSTRACT

By

Nadia Aretha

Consuming coffee at coffee shops has become a part of the lifestyle of Indonesian society, marked by increasing coffee consumption and the rapid growth of coffee shops in various regions. This phenomenon brings positive economic impacts but also raises issues such as increased waste and intense business competition, causing many coffee shops struggle to survive. To remain competitive and retain customers, various strategies are implemented by business actors, including marketing approaches, product quality, and customer experience. This study aims to analyze the influence of Green Marketing, Product Quality, and Store Atmosphere on Customer Loyalty at Fore Coffee. A quantitative approach was used with a non-probability sampling technique, and data were processed using SPSS 27. A total of 113 respondents were obtained based on the criteria of having purchased Fore Coffee products more than once and having visited its store in Bandung. The results show that partially, Green Marketing and Product Quality have a significant effect on Customer Loyalty, while Store Atmosphere does not. Simultaneously, the three variables significantly affect Customer Loyalty, with an R^2 value of 46.6%.

Keywords: *Marketing, Green Marketing, Product Quality, Store Atmosphere, and Customer Loyalty*

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