

ABSTRAK

Vania Nurbayani Hermawan (1304751) “Pengaruh Symbolic Store Experience terhadap Customer Love”

Perkembangan *Coffee shop* di Indonesia semakin meningkat, markanya berbagai *café* yang beridiri membuat masyarakat semakin konsumtif, para pebisnis ini semakin memutar cara bagaimana meningkatkan pelanggan yang loyal atau dalam hal ini disebut *customer love*, bagaimana para pebisnis memanjakan pelanggan dengan fasilitas dan berbagai macam cara agar pelanggan bisa merasakan pengalaman-pengalaman menarik dan mendapatkan kepuasan tersendiri dari toko tersebut atau sering disebut *symbolic store experience*. Tujuan penelitian adalah untuk meneliti pengaruh *symbolic store experience* terhadap *customer love* dengan menggunakan metode deskriptif dan verifikatif. Teknik penarikan sampling yang digunakan adalah *purposive sampling*. Populasi dalam penelitian ini adalah sebanyak 5976 orang responden dan sampel yang diambil adalah sebanyak 100 orang responden. Teknik analisis data yang dipakai adalah regresi sederhana, karena meneliti keterkaitan antara dua variabel.

Kata Kunci: *Customer Love, Symbolic Store Experience, Coffe Shop*

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Coffee shop development in Indonesia is increasingly good, various café that has been established has made the society more consumptive. These businessman are looking for ways to increase loyal customers or in this case called customer love. How these businessman making their customers feel good with their facilities and various ways in order to the customers can feel interesting experiences and get the satisfaction of its own from the store or often called symbolic store experience. The purpose of this research is to examine the influence of symbolic store experience on customer love by using descriptive and verification method. This study using accidental sampling as its sampling technique. The population in this study are 5976 respondents and samples taken were 100 respondents. And this study using simple regression as its data analysis technique, because it examines the relationship between two variables.

Keyword: *Customer Love, Symbolic Store Experience, Coffe Shop*