

## **ABSTRAK**

**Fakultas Ekonomi dan Bisnis  
Program Studi S-1 Manajemen**

**2022**

**Rizvan Fadhil Yustiamiko**

**120.2017.236**

**Pengaruh Desain Produk, Atmosfir Toko Dan Getok Tular Terhadap Loyalitas Pelanggan Starbucks Bella Terra Kelapa Gading Dan Tinjauannya Dari Sudut Pandang Islam.**

## **ABSTRAK**

Penelitian ini dilakukan dengan tujuan untuk menguji pengaruh desain produk, atmosfir toko dan getok tular terhadap loyalitas pelanggan. Responden yang digunakan dalam penelitian ini adalah masyarakat yang pernah mengunjungi dan membeli produk di kedai Starbucks Coffee pada Mall Bella Terra Kelapa Gading. Metode pengumpulan data menggunakan kuesioner dan analisis data menggunakan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa: (1) secara parsial desain produk tidak memiliki pengaruh yang signifikan terhadap loyalitas pelanggan. (2) secara parsial atmosfir toko tidak berpengaruh signifikan terhadap loyalitas pelanggan. (3) secara parsial getok tular memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan. (4) desain produk, atmosfir toko, dan getok tular secara simultan berpengaruh signifikan terhadap loyalitas pelanggan. Dalam syari'at Islam kedai Starbucks Coffee telah menerapkan prinsip ekonomi Islam yaitu produk yang dihasilkan berkualitas baik, suasana toko yang membuat konsumen nyaman, testimoni mengenai toko Starbucks tergolong baik dan membuat para pelanggan loyal dengan kedai Starbucks.

**Kata Kunci:** Desain Produk, Atmosfir Toko, Getok Tular dan Loyalitas Pelanggan.

## **ABSTRACT**

*Faculty of Economics and Business  
S-1 Management Study Program  
2022*

Rizvan Fadhil Yustiamiko

120.2017.236

***The Influence of Product Design, Store Atmosphere and Word of Mouth on Customer Loyalty at Starbucks Bella Terra Kelapa Gading and Its Review from an Islamic Perspective.***

## **ABSTRACT**

*This research was conducted with the aim of testing the effects of product design, store atmosphere, and word of mouth on customer loyalty. The respondents used in this study were people who had visited and bought products at the Starbucks Coffeeshop at Mall Bella Terra Kelapa Gading. Methods of data collection using a questionnaire and data analysis using multiple linear regression analysis. The results showed that: (1) partially product design did not have a significant effect on customer loyalty. (2) partially the store atmosphere has no significant effect on customer loyalty. (3) partially word of mouth has a positive and significant effect on customer loyalty. (4) product design, store atmosphere, and word of mouth simultaneously have a significant effect on customer loyalty. In Islamic sharia, Starbucks Coffee shops have implemented Islamic economic principles, namely, the products produced are of good quality, the store atmosphere makes consumers comfortable, testimonials about Starbucks stores are good, and make customers loyal to Starbucks stores.*

***Keywords:*** *Product Design, Store Atmosphere, word of mouth, and Customer Loyalty.*