

SERVICESCAPE AND LOYALTY INTENTION

THESIS

Presented as Partial Fulfillment of the Requirements

For the Degree of Sarjana Ekonomi (S1) in Management Program

Faculty of Economics University of Atma Jaya Yogyakarta



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UNIVERSITY OF ATMA JAYA YOGYAKARTA

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THESIS

SERVICESCAPE AND LOYALTY INTENTION

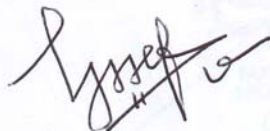
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THESIS

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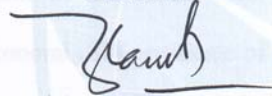
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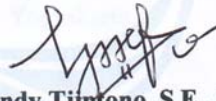


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STATEMENT OF THESIS AUTHENTICITY

I am Leonardo,

Sincerely noted that I written this thesis with the following title :

SERVICESCAPE AND LOYALTY INTENTION

is verily my own study and research. The statement, ideas, bibliographies and notes which are noted by others are written stated in the form of notation and references. If in the future, I was proved that I had imitated some parts or the whole of this thesis, then I will be willing to remove the Degree of Sarjana Ekonomi (S1) certificate of graduation from University of Atma Jaya Yogyakarta thus Sarjana Ekonomi (S1) and certificate of graduation that I obtained would be nullified and returned to University of Atma Jaya Yogyakarta.

Yogyakarta, December 2009



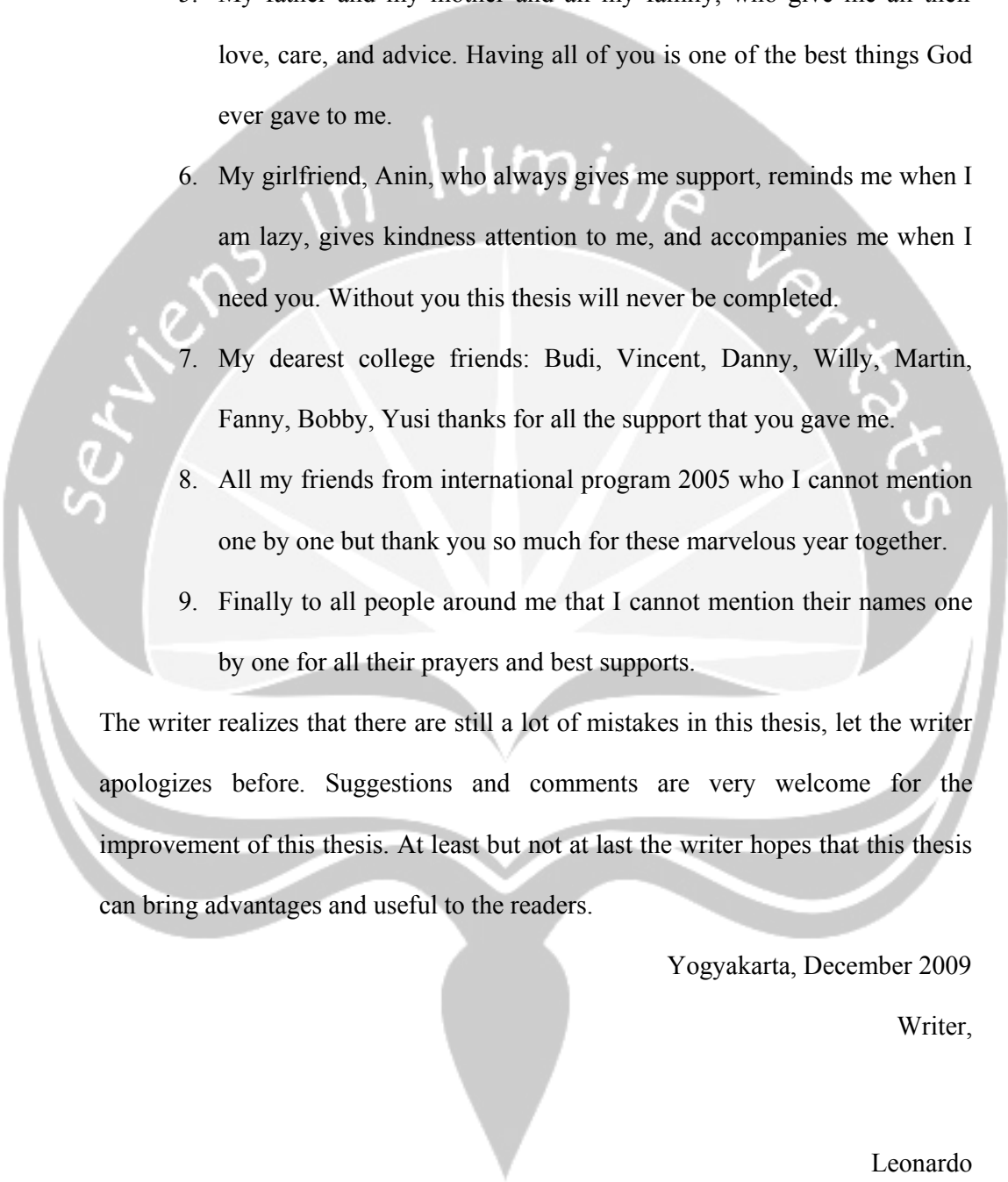
Leonardo

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Praise the Lord, The Almighty God, Jesus Christ and Holy Mary; glory for them who make me strong through these days until I can finalize my thesis **“SERVICESCAPE AND LOYALTY INTENTION”** and finished my study at University of Atma Jaya Yogyakarta. This thesis was presented as partial fulfillment of the requirements for the Degree of Sarjana Ekonomi (S1) in Management Program Faculty of Economics at University of Atma Jaya Yogyakarta.

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The writer realizes that there are still a lot of mistakes in this thesis, let the writer apologizes before. Suggestions and comments are very welcome for the improvement of this thesis. At least but not at last the writer hopes that this thesis can bring advantages and useful to the readers.

Yogyakarta, December 2009

Writer,

Leonardo

MOTTO



“The world ain't all sunshine and rainbows. It is a very mean and nasty place and it will beat you to your knees and keep you there permanently if you let it. You, me, or nobody is gonna hit as hard as life. But it ain't how hard you hit; it's about how hard you can get hit, and keep moving forward. How much you can take, and keep moving forward. That's how winning is done. Now, if you know what you're worth, then go out and get what you're worth. But you gotta be willing to take the hit, and not pointing fingers saying you ain't where you are because of him, or her, or anybody. Cowards do that and that ain't you.” (Rocky Balboa)

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THE IMPORTANCE OF BRAND EQUITY TO CUSTOMER LOYALTY

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ABSTRACT

The main purpose of this research is to identify the effect of servicescape towards customer's loyalty intention. This research took place at medium rate restaurants across Yogyakarta. The variables investigated were Music, Scent, Cleanliness, Implicit Communicators, Furnishing, Customer Orientation, Credibility, Competence and Physical attractiveness.

The researcher used multiple regression analysis as the research method. Validity test was used Pearson Correlation Method, while reliability test was used Coefficient Alpha Cronbach. Based on the research finding, the results indicate that only few variables have significant effect on customer's loyalty intention. Some of those variables even affect loyalty intention negatively. Variables which have significant effect on loyalty intentions are music and staff competence. The other variables were not significantly affect customer's loyalty intention. Variable scent and costumer orientation however, affects the loyalty intention negatively.

Keywords: Loyalty intention, servicescape.