THE EFFECT OF SERVICE QUALITY, STORE ATMOSPHERE, AND PRICE FAIRNESS ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY OF MIXUE ICE CREAM AND TEA

Thesis

Presented as Partial Fulfilment of Requirements for the Degree of Sarjana Manajemen (S1) in International Business Management Program Faculty of Business and Economics Universitas Atma Jaya Yogyakarta

Compiled by:

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INTERNATIONAL BUSINESS MANAGEMENT PROGRAM

FACULTY OF BUSINESS AND ECONOMICS

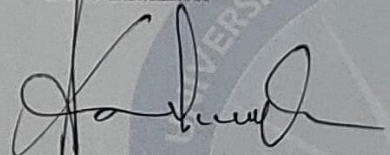**UNIVERSITAS ATMA JAYA YOGYAKARTA**

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APPROVAL PAGE

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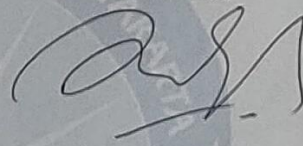
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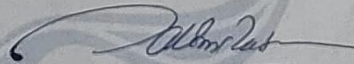
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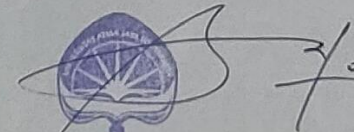Chief Examiner   Member(s)

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AUTHENTICITY ACKNOWLEDGEMENT

I, Steven Nathanael Ganis, hereby declare that I compiled the thesis with the following title:

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Is fully created by the author. All of the references such as idea, theory, citation both direct and indirect that are sourced from various journals are stated in this thesis in the form of bibliography. If it's a proven that the author practices any kind of plagiarism in this thesis, the author would be responsible for it and prepared forthe consequences. Therefore, the degree that the author received from Atma Jaya Yogyakarta University would be suspended and the author will give it back to the university.

Yogyakarta, 12th June, 2023

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Throughout the process of writing this thesis, the author has to face various obstacles and challenges. However, with the support, encouragement, and prayers from various parties, this thesis can finally be completed. Therefore, with great gratitude, the author would like to express her gratitude and respect for those whohave participated and helped the author in completing this thesis. The author wouldlike to say thank you especially for:

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The writer realizes that the writing of this thesis is still far from being perfect. The author accepts all criticism, suggestions, and input that will develop this study. The author hopes that this thesis could positively contribute to the reader and other parties.

Yogyakarta, 12th June, 2023

The Author

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THE EFFECT OF SERVICE QUALITY, STORE ATMOSPHERE, AND PRICE FAIRNESS ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY OF MIXUE ICE CREAM AND TEA

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ABSTRACT

The purpose of this research is to determine whether there is an effect of service quality, store atmosphere and price fairness on customer satisfaction and their impact on customer loyalty at Mixue Ice Cream and Tea. An online questionnaire with the purposive sampling method was distributed to collect primary data, there were 205 respondents in total who filled out this survey. However, 55 respondents will be excluded from this research because their responses failed to meet the criteria for participation. As a result, there are 150 valid respondents. The data were analyzed using the SmartPLS version 4 software with Structural Equation Modelling (SEM) approach. The results of the research show that service quality, store atmosphere and price fairness have an impact on customer satisfaction of Mixue Ice Cream and Tea, while customer satisfaction has an impact on customer loyalty of Mixue Ice Cream and Tea.

Keywords: Service Quality, Store Atmosphere, Price Fairness, Customer Satisfaction, Customer Loyalty