

**Pengaruh *Perceived Quality* dan *Servicescape* Terhadap Loyalitas Pelanggan
(Studi Pada Toko Kopi Epidemik Di Jombang)**

ABSTRAK Oleh:

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Tujuan adanya penelitian ini untuk mengetahui pengaruh dari *Perceived Quality* dan *Servicescape* terhadap Loyalitas Pelanggan Toko Kopi Epidemik Di Jombang. Variabel penelitian terdiri dari *Perceived Quality* (X1), *Servicescape* (X2), dan Loyalitas Pelanggan (Y). Metode penelitian yang digunakan adalah metode kuantitatif, teknik pengambilan sampelnya menggunakan *convenience sampling* sebanyak 100 responden. Pengumpulan data dilakukan melalui kuesioner dengan menggunakan skala likert. Data diolah dengan SPSS 25, serta menggunakan analisis deskriptif, analisis autokorelasi, analisis regresi linier berganda, uji hipotesis, dan analisis koefisien determinasi. Hasil penelitian berdasarkan uji regresi linier berganda koefisien *Perceived Quality* (X1) sebesar 18,8% atau 0,188 terhadap loyalitas pelanggan Toko Kopi Epidemik Jombang, dan koefisien *Servicescape* (X2) sebesar 32,2% atau 0,322 terhadap loyalitas pelanggan Toko Kopi Epidemik Jombang. Berdasarkan hasil dari nilai R square sebesar 0,679 atau 67,9% sehingga *perceived quality* dan *servicescape* berpengaruh terhadap loyalitas pelanggan Toko Kopi Epidemik Jombang. Berdasarkan hasil uji hipotesis penelitian ini menunjukkan bahwa *perceived quality* berpengaruh positif dan signifikan terhadap loyalitas pelanggan di Toko Kopi Epidemik Jombang dan *Servicescape* juga berpengaruh positif dan signifikan terhadap loyalitas pelanggan di Toko Kopi Epidemik Jombang.

Kata kunci: *Perceived Quality, Servicescape, Loyalitas Pelanggan*

**Impact of Perceived Quality and Servicescape on Customer Loyalty
(Study at Epidemi Coffee Shops in Jombang)**

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The purpose of this research is to determine the influence of Perceived Quality and Servicescape on Customer Loyalty at the Epidemi Coffee Shop in Jombang. The research variables consist of Perceived Quality (X1), Servicescape (X2), and Customer Loyalty. (Y). The research method used is a quantitative method, with the sampling technique employing convenience sampling involving 100 respondents. Data collection was conducted through a questionnaire using a Likert scale. The data was processed using SPSS 25, employing descriptive analysis, autocorrelation analysis, multiple linear regression analysis, hypothesis testing, and coefficient of determination analysis. The results of the study based on the multiple linear regression test showed that the coefficient of Perceived Quality (X1) was 18.8% or 0.188 regarding customer loyalty at Toko Kopi Epidemi Jombang, and the coefficient of Servicescape (X2) was 32.2% or 0.322 regarding customer loyalty at Toko Kopi Epidemi Jombang. Based on the R square value of 0.679 or 67.9%, it can be concluded that perceived quality and servicescape have an impact on customer loyalty at Toko Kopi Epidemi Jombang. The results of the hypothesis testing indicate that perceived quality has a positive and significant effect on customer loyalty at Toko Kopi Epidemi Jombang, and Servicescape also has a positive and significant effect on customer loyalty at Toko Kopi Epidemi Jombang.

Keywords: Perceived Qulaity, Servicescape, Customer Loyalty