

ABSTRAK

PENGARUH *STORE ATMOSPHERE* TERHADAP *CUSTOMER LOYALTY* SERTA *CUSTOMER SATISFACTION* DAN *SERVICE QUALITY* SEBAGAI MEDIASI

(Studi pada Konsumen *Coffee Shop* Siloka di Kota Tasikmalaya)

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Tujuan penelitian ini untuk mengetahui dan menganalisis pengaruh Pengaruh *Store Atmosphere* Terhadap *Customer Loyalty* Serta *Customer Satisfaction* Dan *Service Quality* Sebagai *Mediasi* (Studi Pada Konsumen *Coffee Shop* Siloka Di Kota Tasikmalaya). Metode penelitian yang digunakan adalah metode survei dengan pendekatan kuantitatif dengan menyebarkan kuesioner kepada konsumen *coffee shop* Starbuck di Kota Tasikmalaya. Jenis data yang digunakan merupakan data primer dan populasi dalam penelitian ini sebanyak 185 orang. Sampel dalam penelitian ini merupakan konsumen *coffee shop* Siloka di Kota Tasikmalaya. Sampel dalam penelitian ini sebanyak 185 konsumen *coffee shop* Siloka dengan teknik *purposive sampling* yaitu teknik penentuan sampel dengan menentukan kriteria sampel yang diinginkan. Teknik pengumpulan data yang digunakan adalah metode kuesioner (angket) yang diberikan kepada responden. Alat analisis dalam penelitian ini menggunakan analisis *Sructural Equation Modeling* (SEM). Hasil analisis menunjukkan bahwa: (1) *Store atmosphere* berpengaruh positif terhadap *customer satisfaction*, (2) *Store atmosphere* berpengaruh positif terhadap *service quality*, (3) *Customer satisfaction* berpengaruh positif terhadap *customer loyalty*, (4) *Service quality* berpengaruh positif terhadap *customer loyalty*, (5) *Customer satisfaction* dapat memediasi secara pengaruh *store atmosphere* terhadap *customer loyalty* dan; (6) *Service quality* dapat memediasi pengaruh *store atmosphere* terhadap *customer loyalty* Pada Konsumen *Coffee Shop* Siloka di Kota Tasikmalaya.

Kata Kunci: *Store Atmosphere, Customer Loyalty, Customer Satisfaction, Service Quality*

ABSTRACT

THE EFFECT OF STORE ATMOSPHERE ON CUSTOMER LOYALTY AND CUSTOMER SATISFACTION AND SERVICE QUALITY AS MEDIATION

(Study on Siloka Coffee Shop Consumers in Tasikmalaya City)

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The purpose of this study is to determine and analyze the influence of Store Atmosphere on Customer Loyalty and Customer Satisfaction and Service Quality as Mediator (Study on Siloka Coffee Shop Consumers in Tasikmalaya City). The research method used is a survey method with a quantitative approach by distributing questionnaires to Starbucks coffee shop consumers in Tasikmalaya City. The type of data used is primary data and the population in this study is 185 people. The sample in this study is Siloka coffee shop consumers in Tasikmalaya City. The sample in this study was 185 Siloka coffee shop consumers with a purposive sampling technique, namely a sample determination technique by determining the desired sample criteria. The data collection technique used is the questionnaire method (questionnaire) given to respondents. The analysis tool in this study uses Structural Equation Modeling (SEM) analysis. The results of the analysis show that: (1) Store atmosphere has a positive effect on customer satisfaction, (2) Store atmosphere has a positive effect on service quality, (3) Customer satisfaction has a positive effect on customer loyalty, (4) Service quality has a positive effect on customer loyalty, (5) Customer satisfaction can mediate the influence of store atmosphere on customer loyalty and; (6) Service quality can mediate the influence of store atmosphere on customer loyalty among consumers of Siloka Coffee Shop in Tasikmalaya City.

Keywords: *Store Atmosphere, Customer Loyalty, Customer Satisfaction, Service Quality*