

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Suasana Toko dan Promosi terhadap Kepuasan Konsumen dan Dampaknya pada Loyalitas Konsumen *Le Delice Cafe and Bakery Bandung*. *Le Delice Cafe and Bakery* adalah suatu bisnis yang bergerak dibidang bisnis kuliner. Metode penelitian yang digunakan adalah deskriptif verifikatif. Objek penelitian adalah konsumen yang pernah berkunjung dan membeli produk, dengan jumlah sampel sebanyak 89 responden. Analisis data yang digunakan yaitu menggunakan analisis jalur (*path analysis*), korelasi berganda, dan koefisien determinasi.

Berdasarkan hasil analisis pengaruh Suasana Toko dan Promosi terhadap Kepuasan Konsumen secara simultan adalah sebesar 159.147. Sedangkan secara parsial dalam struktur I suasana toko menjadi variabel yang berpengaruh dominan terhadap kepuasan konsumen, karena berdasarkan perhitungan *standardized coefficients beta* memiliki nilai tertinggi yaitu sebesar 0,519 dibandingkan promosi. Sedangkan dalam struktur II promosi menjadi variabel yang berpengaruh dominan terhadap loyalitas konsumen, karena berdasarkan perhitungan *standardized coefficients beta* memiliki nilai tertinggi yaitu sebesar 0,509 dibandingkan suasana toko dan kepuasan konsumen.

Kata kunci: suasana toko, promosi, kepuasan konsumen, loyalitas konsumen

ABSTRACT

This study aims to determine the effect of Store Atmosphere and Promotion to consumer Satisfaction and Its Impact on Consumer Loyalty Le Delice Cafe and Bakery Bandung. Le Delice Cafe and Bakery is a business that engaged in the culinary business. The research method used is descriptive verification. The object of reseacrh is consumer who have been came and already bought the product with the number of samples as much as 89 respondents. Analysis of data used is using path analysis (path analysis), multiple correlation, and coefficient of determination.

Based on the analysis of the effect of the store atmosphere and promotion to customer satisfaction simultaneously is equal 159.147. While partially in the structure of I store atmosphere into a variable that has a dominant influence on customer satisfaction, because based on the calculation of standardized coefficients beta has the highest value of 0.519 compared to the promotion. While in structure II promotion become variable which have dominant influence to consumer loyalty, because based on calculation of standardized coefficients beta have highest value that is equal to 0.509 compare to store atmosphere and consumer satisfaction.

Keywords: Store Atmosphere, promotion , customer satisfaction , consumer loyalty