

ABSTRACT

Loyalty to a company is represented by consumer behavior by repurchasing, buying products and recommending to others and in general customer satisfaction is the difference between perceived and perceived performance or results. Factors that affect customer satisfaction and loyalty are characterized by many factors such as product diversity, store atmosphere and so on.

This study aims to determine the effect of product diversity and store atmosphere on satisfaction and its impact on customer loyalty in Nikita Bandung Store. Nikita Bandung Store is a shop that sells a variety of personal care products. The research method used is descriptive and verification. The object of study used the customers of Nikita Bandung Store with a total sample of 94 (ninety four) respondents. Data analysis used is using path analysis, multiple correlation analysis and coefficient of determination.

Research results show that product diversity and store atmosphere affect customer satisfaction both simultaneously and partially and customer satisfaction affects customer loyalty. The magnitude of the effect of product diversity and store atmosphere is still on poor criteria, it can be interpreted that there are still many other factors that can affect customer satisfaction, as well as customer satisfaction is still in poor criteria which means there are many other factors that can influence customer loyalty. Product diversity has the greatest influence on customer satisfaction compared to the store atmosphere.

Keywords : *product diversity, store atmosphere, customer satisfaction and customer loyalty.*