ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Citra Merek dan *Store Amotsphere* terhadap Loyalitas Pelanggan pada Kedai Kopi Kiwari. Penelitian ini menggunakan metode deskriptif dan verifikatif. Teknik sampling menggunakan non probability sampling, dengan cara accidental sampling. Analisis data yang digunakan yaitu menggunakan analisis regresi linier berganda, analisis korelasi berganda, dan analisis koefisien determinasi. Hasil dari penelitian menunjukkan bahwa Citra Merek dan *Store Amotsphere* secara simultan mempunyai kontribusi pengaruh terhadap Loyalitas Pelanggan dengan koefisien determinasi yaitu sebesar 64,8%. Kontribusi pengaruh Citra Merek terhadap Loyalitas Pelanggan adalah sebesar 29,1% dan kontribusi pengaruh *Store Amotsphere* terhadap Loyalitas Pelanggan adalah sebesar 35,7%. Sisanya 35,2% dipengaruhi oleh variabel lain yang tidak diteliti. Maka keragaman Citra Merek dan *Store Amotsphere* berpengaruh dan signifikan terhadap Loyalitas Pelanggan secara simultan maupun secara parsial.

Kata Kunci : Citra Merek, *Store Atmosphere*, dan Loyalitas Pelanggan

ABSTRAK

This study aims to determine the effect of Brand Image and Store Amotsphere on Customer Loyalty at the Kiwari Coffee Shop. This research uses descriptive and verification methods. The sampling technique uses non probability sampling, by means of accidental sampling. Analysis of the data used is using multiple linear regression analysis, multiple correlation analysis, and analysis of the coefficient of determination. The results of this study indicate that the Brand Image and Store Amotsphere simultaneously have an influence contribution to Customer Loyalty with a coefficient of determination that is equal to 64.8%. The contribution of the influence of Brand Image on Customer Loyalty is 29.1% and the contribution of Store Amotsphere influence on Customer Loyalty is 35.7%. The remaining 35.2% is influenced by other variables not examined. So the diversity of the Brand Image and Store Amotsphere has significant and significant influence on customer loyalty simultaneously or partially.

Keywords: Brand Image, Store Atmosphere, and Customer Loyalty