

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *store atmosphere* dan *sales promotion* terhadap kepuasan pelanggan serta dampaknya pada loyalitas pelanggan *coffee shop* Kopilogi (survey pada konsumen *Coffe Shop* Kopilogi Garut) secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deksriptif dan verifikatif dengan jumlah sampel sebanyak 94 responden, analisis data yang digunakan adalah analisis jalur (*path analysis*), analisis koefisien determinasi dan uji hipotesis.

Hasil penelitian menunjukkan bahwa pada struktur I terdapat pengaruh secara simultan *store atmosphere* dan *sales promotion* terhadap kepuasan pelanggan sebesar 52,7%. Secara parsial besarnya pengaruh *store atmosphere* terhadap kepuasan sebesar 23,6% dan pengaruh *sales promotion* terhadap kepuasan sebesar 29,1%. Pada struktur II terdapat pengaruh *store atmosphere* dan *sales promotion* terhadap loyalitas melalui kepuasan pelanggan secara simultan sebesar 76,0%. Secara parsial besarnya pengaruh *store atmosphere* terhadap loyalitas sebesar 14,0%, pengaruh *sales promotion* terhadap loyalitas sebesar 13,1%, pengaruh kepuasan terhadap loyalitas sebesar 48,9%.

Kata Kunci : *store atmosphere, sales promotion, kepuasan pelanggan, loyalitas pelanggan*

ABSTRACT

This study aims to determine the effect of store atmosphere and sales promotion on customer satisfaction and the impact on customer loyalty of Kopilogi coffee shop (a survey of consumers of Coffee Shop Kopilogi Garut) simultaneously or partially. The research method used is descriptive and verification methods with a total sample of 94 respondents, the data analysis used is path analysis, coefficient of determination analysis and hypothesis testing.

The results showed that in structure I there was a simultaneous influence of store atmosphere and sales promotion on customer satisfaction by 52.7%. Partially, the influence of store atmosphere on satisfaction is 23.6% and the influence of sales promotion on satisfaction is 29.1%. In structure II there is the influence of store atmosphere and sales promotion on loyalty through simultaneous customer satisfaction of 76.0%. Partially, the effect of store atmosphere on loyalty is 14.0%, the effect of sales promotion on loyalty is 13.1%, the effect of satisfaction on loyalty is 48.9%.

Keywords: *store atmosphere, sales promotion, customer satisfaction, customer loyalty*