

**PENGARUH LOKASI DAN *STORE ATMOSPHERE* TERHADAP  
LOYALITAS DENGAN KEPUASAN SEBAGAI VARIABEL MEDIASI  
PADA PELANGGAN SWALAYAN CAYUBI PAINAN**

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**ABSTRAK**

Penelitian ini menguji hubungan antara pengaruh lokasi dan *store atmosphere* terhadap loyalitas dengan kepuasan sebagai variabel mediasi. Populasi dalam penelitian ini adalah pelanggan swalayan cayubi yang bertempat tinggal di painan. Dengan jumlah sampel sebanyak 100 orang responden yang dipilih menggunakan teknik Purposive Sampling. Pengumpulan data primer menggunakan kuesioner dan pengumpulan data sekunder menggunakan survey terhadap pelanggan swalayan cayubi painan. Hasil penelitian menunjukkan bahwa lokasi berpengaruh positif dan signifikan terhadap kepuasan pelanggan, lokasi tidak berpengaruh terhadap loyalitas pelanggan, *store atmosphere* berpengaruh positif dan signifikan terhadap kepuasan pelanggan, *store atmosphere* berpengaruh positif dan signifikan terhadap loyalitas pelanggan, kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, kepuasan pelanggan memediasi hubungan antara lokasi dan loyalitas pelanggan, dan kepuasan memediasi hubungan antara *store atmosphere* dan loyalitas pelanggan. Hipotesis yang paling dominan yaitu H3, pengaruh *store atmosphere* terhadap kepuasan pelanggan, hal ini di tandai dengan adanya nilai t-statistik paling tinggi dan P values paling rendah dari 5 variabel.

*Kata kunci* : lokasi, *store atmosphere* LoyalitasPelanggan, KepuasanPelanggan

***THE INFLUENCE OF LOCATION AND STORE ATMOSPHERE ON  
LOYALTY WITH SATISFACTION AS A VARIABLE MEDIATION ON  
CAYUBI PAINAN SWALAYAN CUSTOMERS***

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***ABSTARCT***

*This study discusses the relationship between location interaction and store atmosphere on loyalty with satisfaction as a mediating variable. The population in this study were cayubi self-service customers residing in Painan. With a sample size of 100 respondents selected using the Purposive Sampling technique. Primary data collection using a questionnaire and secondary data collection using a survey of cayubi painan self-service customers. The results showed that location showed a positive and significant effect on customer satisfaction, location did not affect customer loyalty, store atmosphere had a positive and significant influence on customer satisfaction, store atmosphere had a positive and significant effect on customer loyalty, positive and significant customer satisfaction on customer loyalty, satisfaction customers mediate the relationship between location and customer loyalty, and satisfaction mediates the relationship between store atmosphere and customer loyalty. The most dominant hypothesis is H3, the influence of the store atmosphere on customer satisfaction, this is marked by the highest t-statistic value and the lowest P value of the 5 variables.*

*Keywords : location, store atmosphere Customer Loyalty, Customer Satisfaction*