**EFFECT OF RETAIL MARKETING MIX OF LOYALTY**

**CUSTOMERS IN SUPERMARKETS MELATI BANGKO**

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**ABSTRAK**

*The main purpose of this study was to examine the impact of location, product, price, promotion, store atmosfer and service retail on consumers loyalty Melati Swalayan Bangko. The research method used descriptive analysis and multiple regression analysis methods.The result of this research showed location, product, price, promotion, store atmosfer and service retail are found to have positive and significant impact on consumers loyalty. The result of this study found that all variables independen influence on the variable dependent. However location, product, price, promotion, store atmosfer and service retail are so crusial in explaining the variations in cunsumer’s loyalty because these that variables also have a positive and significant effect*

**Keyword: *showed location, product, price, promotion, store atmosfer and service,consumer’s loyalty*.**