

# **PENGARUH HARGA DAN *STORE ATMOSPHERE* TERHADAP LOYALITAS DENGAN KEPUASAN SEBAGAI VARIABEL MEDIASI PADA PELANGGAN SWALAYAN MELATI PADANG**

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## **ABSTRAK**

Penelitian ini menguji hubungan antara pengaruh harga dan *store atmosphere* terhadap loyalitas dengan kepuasan sebagai variabel mediasi. Populasi dalam penelitian ini adalah pelanggan swalayan melati yang bertempat tinggal di padang. Dengan jumlah sampel sebanyak 101 orang responden yang dipilih menggunakan teknik Purposive Sampling. Pengumpulan data primer menggunakan kuesioner dan pengumpulan data sekunder menggunakan survey terhadap pelanggan swalayan melati padang. Hasil penelitian menunjukkan bahwa harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan, harga berpengaruh positif tapi tidak signifikan terhadap loyalitas pelanggan, *store atmosphere* berpengaruh positif dan signifikan terhadap kepuasan pelanggan, *store atmosphere* berpengaruh positif tapi tidak signifikan terhadap loyalitas pelanggan, kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, kepuasan pelanggan memediasi hubungan antara harga dan loyalitas pelanggan, dan kepuasan pelanggan memediasi hubungan antara *store atmosphere* dan loyalitas pelanggan. Hipotesis yang paling dominan yaitu H4, 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 : harga, store atmosphere LoyalitasPelanggan, KepuasanPelanggan*

**THE INFLUENCE OF PRICE AND STORE ATMOSPHERE ON LOYALTY WITH  
SATISFACTION AS A VARIABLE MEDIATION ON MELATI SWALAYAN  
CUSTOMERS**

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**ABSTARCT**

*This study examines the relationship between the effect of price and store atmosphere on loyalty with satisfaction as a mediating variable. The population in this study are Swalayan Melati customers residing in Padang. With a total sample of 101 respondents selected using the Purposive Sampling technique. Primary data collection using a questionnaire and secondary data collection using a survey of Melati Padang self-service customers. The results showed that the price has a positive and significant effect on customer satisfaction, the price has a positive but not significant effect on customer loyalty, store atmosphere has a positive and significant effect on customer satisfaction, store atmosphere has a positive but not significant effect on customer loyalty, customer satisfaction has a positive and significant effect on customer loyalty, customer satisfaction mediates the relationship between price and customer loyalty, and satisfaction mediates the relationship between store atmosphere and customer loyalty. The most dominant hypothesis is H4, the influence of store atmosphere on customer satisfaction, this is marked by the highest t-statistic value and the lowest P values of 5 variables.*

*Keywords: price, store atmosphere, customer loyalty, customer satisfaction*