

**THE INFLUENCE OF STORE ATMOSPHERE, SERVICE QUALITY AND PRICE
ON CUSTOMER LOYALTY
(CASE STUDY : COFFE SHOP TEKAPE COFFE AND EATERY)**

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ABSTRACT

This study examined the influence of store admosphere, quality of service and price to customer loyalty. In this study the primary data obtained through distributing questionnaires to customers Tekape Coffee and Eatery and not a regular customer. The object of this research is the customers of Tekape Coffee and Eatery.

Consumer loyalty is a deep enduring customer commitment to re-subscribe or consistently repurchase selected products or services in the future, even though the influence of the situation and marketing efforts have the potential to cause behavior change. (Griffin (2005) as cited in Florencia and Sugiono (2015)).

The method used in this study is multiple regression and T-statistical testing.

The results showed that the store atmosphere does not affect the customer loyaltas, while the variable quality of service and price have a significant effect on customer loyalty. In accordance with the results of hypothesis testing, it is suggested for the Coffee Shop Tekape Coffee And Eatery, in an effort to increase customer loyalty at the Tekape Coffee And Eatery Coffee Shop, it is hoped that the company will be able to pay attention to the Quality of Service of Coffee Shop employees towards consumers and prices are still not suitable for consumers because it is proven to have an effect customer loyalty without neglecting other variables that are not studied. As a consideration to further improve the Store Atmosphere, Service Quality and Good Prices to customers so that it will produce good loyalty for the future.

Keyword : *store atmosphere, quality of service, price, customer loyalty*

**PENGARUH *STORE ATMOSPHERE*, KUALITAS PELAYANAN DAN HARGA
TERHADAP LOYALITAS PELANGGAN (STUDI KASUS : *COFFEE SHOP
TEKAPE COFFEE AND EATERY*)**

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ABSTRAK

Penelitian ini menguji pengaruh antara store admosphere, kualitas pelayanan dan harga terhadap loyalitas pelanggan. Pada penelitian ini data primer diperoleh melalui penyebaran kuesioner kepada pelanggan Tekape Coffee and Eatery dan bukan pelanggan tetap. Objek pada peneitian ini yaitu pelanggan dari Tekape Coffee and Eatery.

Loyalitas konsumen adalah komitmen pelanggan bertahan secara mendalam untuk berlangganan kembali atau melakukan pembelian ulang produk atau jasa terpilih secara konsisten dimasa yang akan datang, meskipun pengaruh situasi dan usaha -usaha pemasaran mempunyai potensi untuk menyebabkan perubahan perilaku. (Griffin (2005) seperti yang dikutip dalam Florencia dan Sugiono (2015)).

Metode yang digunakan pada penelitian ini adalah regresi berganda dan pengujian T-Statistik.

Hasil penelitian menunjukkan bahwa store atmosphere tidak berpengaruh terhadap loyalitas pelanggan, sedangkan variabel kualitas pelayanan dan harga berpengaruh signifikan terhadap loyalitas pelanggan. Sesuai dengan hasil pengujian hipotesis disarankan Bagi *Coffee Shop Tekape Coffee And Eatery*, dalam upaya meningkatkan Loyalitas Pelanggan pada *Coffee Shop Tekape Coffee And Eatery*, diharapkan perusahaan mampu memperhatikan Kualitas Pelayanan karyawan *Coffee Shop* terhadap konsumen dan harga yang masih belum sesuai bagi konsumen karena terbukti memberikan pengaruh yang besar terhadap Loyalitas Pelanggan tanpa mengabaikan variabel lain yang tidak diteliti. Sebagai bahan pertimbangan untuk lebih meningkatkan *Store Atmosphere* Kualitas Pelayanan, dan Harga yang baik kepada pelanggan sehingga akan menghasilkan Loyalitas yang baik untuk dimasa yang mendatang.

Kata kunci :store atmosphere, kualitas pelayanan, harga, loyalitas pelanggan.