

**PENGARUH KEPUASAN SEBAGAI PEMEDIASI ANTARA KUALITAS PRODUK
DAN STORE ATMOSPHERE TERHADAP LOYALITAS PELANGGAN AZWA
PERFUME PONDOK DI KOTA PADANG
(Study Kasus Pada Azwa Perfume Pondok Di Kota Padang)**

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ABSTRAK

Penelitian ini menguji pengaruh kepuasan pelanggan sebagai pemediasi antara kualitas produk dan store atmosphere terhadap loyalitas pelanggan. Populasi dalam penelitian ini adalah pelanggan AZWA perfume Pondok yang bertempat di Padang. 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 pelanggan AZWA perfume Pondok. Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan terhadap loyalitas pelanggan, store atmosphere berpengaruh positif dan signifikan terhadap loyalitas pelanggan, kepuasan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan, store atmosphere berpengaruh positif dan signifikan terhadap kepuasan pelanggan, kepuasan pelanggan memediasi hubungan antara kualitas produk dan loyalitas pelanggan, kepuasan memediasi hubungan antara store atmosphere dan loyalitas pelanggan. Hipotesis yang paling dominan yaitu H5, pengaruh store atmosphere terhadap kepuasan pelanggan, hal ini ditandai dengan adanya nilai t-statistik paling tinggi dan P values paling rendah dari 4 variabel.

Kata kunci : Kualitas Produk, Store atmosphere, Loyalitas Pelanggan, Kepuasan Pelanggan

THE EFFECT OF SATISFACTION AS A PREDIATE BETWEEN PRODUCT QUALITY AND *ATMOSPHERE STORE* TOWARDS AZWA PERFUME PONDOK CUSTOMER LOYALTY IN PADANG CITY
(Case Study at Azwa Perfume Pondok in Padang City)

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ABSTRACT

This study examines the effect of customer satisfaction as a mediator between product quality and store atmosphere on customer loyalty. The population in this study were AZWA perfume Pondok customers located in Padang. With a total sample of 100 respondents selected using purposive sampling technique. Primary data collection using questionnaires and secondary data collection using surveys of customers AZWA perfume Pondok customers. The results showed that product quality has a positive and significant effect on customer loyalty, store atmosphere has a positive and significant effect on customer loyalty, satisfaction has a positive and significant effect on customer loyalty, product quality has a positive and significant effect on customer satisfaction, store atmosphere has a positive and significant effect on customer satisfaction, customer satisfaction mediates the relationship between product quality and customer loyalty, satisfaction mediates the relationship between store atmosphere and customer loyalty. The most dominant hypothesis is H5, the effect of store atmosphere on customer satisfaction, this is indicated by the presence of the highest t-statistic value and the lowest P value of the 4 variables.

Keywords: Product Quality, Store atmosphere, Customer Loyalty, Customer Satisfaction