

**PENGARUH HARGA DAN *STORE ATMOSPHERE* TERHADAP  
LOYALITAS MELALUI KEPUASAN SEBAGAI VARIABEL INTERVENING  
PADA PELANGGAN BACARITO KOPI DI KOTA PADANG**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh harga dan *store atmosphere* terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel intervening. Penelitian ini menggunakan metode pengumpulan data dengan menyebarkan kuesioner. Populasi dan sampel yang digunakan dalam penelitian ini pelanggan Bacarito Kopi di Kota Padang yang berjumlah sebanyak 83 responden. Metode analisa data dalam penelitian ini adalah PLS dan SPSS. Hipotesis dalam penelitian ini diuji dengan menggunakan metode analisis meliputi: *Measurement Model Assessment*, *Analisis Deskriptif*, *R Square*, *Q square* dan *Structural Model Assessment*. Dari hasil pengujian dapat disimpulkan bahwa *Store Atmosphere* tidak berpengaruh terhadap loyalitas. *Store Atmosphere* berpengaruh positif terhadap loyalitas pelanggan. Harga berpengaruh positif terhadap kepuasan pelanggan. Harga berpengaruh positif terhadap loyalitas pelanggan. Kepuasan pelanggan berpengaruh positif terhadap loyalitas pelanggan. Kepuasan pelanggan memediasi antara *Store Atmosphere* dan loyalitas pelanggan. Kepuasan pelanggan memediasi antara harga dan loyalitas pelanggan Bacarito Kopi di Kota Padang.

**Kata Kunci:** Harga, Store Atmosfer, Kepuasan Pelanggan, Loyalitas Pelanggan

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

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**ABSTARCT**

*This study aims to determine the effect of price and store atmosphere on loyalty with customer satisfaction as an intervening variable. This study uses data collection methods by distributing questionnaires. The population and sample used in this study were customer Coffee Bacarito Padang City, totaling eighty three respondents. Data analysis methods in this study were PLS and SPSS. The hypothesis in this study was tested using analytical methods including: Measurement Model Assessment, Descriptive Analysis, R Square, Q square and Structural Model Assessment. From the test results it can be concluded that Store Atmosphere hasno effect on customersatisfaction.Store Atmosphere has a positive effect on customer loyalty.price has a positive effect on customer satisfaction. price has a positive effect on customer loyalty.customer satisfaction has a positive effect on cutomer loyalty.Customer satisfaction mediates between Store Atmosphere and customer loyalty and customer satisfaction mediates between price and customer loyalty on customer Coffee Bacarito Padang City.*

**Keywords: Price, Store Atmosphere, Customer Satisfaction, Customer Loyalty**