

**ANALISIS *STORE ATMOSPHERE*, PERSEPSI HARGA DAN
KUALITAS LAYANAN TERHADAP LOYALITAS
PELANGGAN PADA PELANGGAN PIT-STOP KOPI GOLD
KIG**

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *store atmosphere*, persepsi harga dan kualitas layanan terhadap loyalitas pelanggan Pit-Stop Kopi Gold KIG. Jumlah responden yang dilibatkan dalam penelitian ini adalah sebanyak 100 responden. Penelitian ini merupakan penelitian dengan pendekatan kuantitatif. Data penelitian diperoleh dari hasil pengisian kuesioner. Data penelitian selanjutnya dianalisis dengan menggunakan teknik analisis regresi linear berganda dengan program SPSS versi 25. Hasil analisis dalam penelitian ini menunjukkan adanya pengaruh parsial *store atmosphere*, persepsi harga dan kualitas layanan terhadap loyalitas konsumen. Hasil penelitian juga menunjukkan adanya pengaruh simultan parsial *store atmosphere*, persepsi harga dan kualitas layanan terhadap loyalitas konsumen dengan besar kontribusi sebesar 70,6%, sedangkan sisanya sebesar 29,4% dipengaruhi faktor lain di luar *store atmosphere*, persepsi harga dan kualitas layanan.

***Kata kunci* : *store atmosphere*, persepsi harga, kualitas layanan, loyalitas konsumen, analisis regresi linear berganda**

ANALYSIS STORE ATMOSPHERE, PRICE PERCEPTION AND QUALITY OF SERVICE TO CUSTOMER LOYALTY TO CUSTOMER PIT-STOP KOPI GOLD KIG

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ABSTRACT

This study aims to examine the effect of *store atmosphere*, price perception and service quality on consumer loyalty to Pit-Stop Kopi Gold KIG. The number of respondents involved in this study were 100 respondents. This research is a research with a quantitative approach. Research data obtained from the results of filling out the questionnaire. The research data were then analyzed using multiple linear regression analysis techniques with SPSS version 25 program. The results of the analysis in this study indicate the effect of partial *store atmosphere*, price perception and service quality on consumer loyalty. The results also show that there is a simultaneous partial effect of *store atmosphere*, price perception and service quality on consumer loyalty with a large contribution of 70.6%, while the remaining 29.4% is influenced by other factors outside the *store atmosphere*, price perception and service quality.

Keywords: *store atmosphere*, price perception, service quality, customer loyalty, multiple linear regression analysis