

ABSTRAK

PENGARUH STORE ATMOSPHERE TERHADAP LOYALITAS PELANGGAN PADA STARBUCKS DI KOTA BANDAR LAMPUNG

Oleh :

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Penelitian ini bertujuan untuk mengetahui pengaruh Store Atmosphere, terhadap Loyalitas Pelanggan pada Starbucks di Kota Bandar Lampung. Hasil penelitian ini akan memberikan pengetahuan yang signifikan bagaimana loyalitas pelanggan bisa tercipta melalui store atmosphere. Pengambilan sampel dilakukan dengan metode nonprobability sampling dengan menggunakan teknik purposive sampling yang dimana pengambilan sampel berdasarkan pada kriteria-kriteria tertentu yang telah ditentukan oleh peneliti dengan jumlah responden sebanyak 165 orang. Teknik analisis data menggunakan analisis deskriptif dan analisis regresi linier sederhana. Untuk mengetahui dampak dari masing-masing variabel terhadap loyalitas pelanggan. Hasil penelitian ini menunjukkan bahwa store atmosphere berpengaruh secara signifikan terhadap loyalitas pelanggan Starbucks Bandar Lampung.

Kata Kunci : Store Atmosphere, Loyalitas Pelanggan

ABSTRACT

THE EFFECT OF STORE ATMOSPHERE ON LOYALTY CUSTOMERS AT STARBUCKS IN BANDAR LAMPUNG

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The objective of this study was to determine the effect of Store Atmosphere on Customer Loyalty at Starbucks in Bandar Lampung. The results of this study will provide significant knowledge of how customer loyalty can be created through the store atmosphere. Sampling was carried out by the method of non-probability sampling by using a purposive sampling technique where sampling was based on certain criteria that had been determined by the researchers with the number of respondents as many as 165 people. The data analyzing technique used in this study was through descriptive analysis and simple linear regression analysis to determine the impact of variables on customer loyalty. The results showed in this study that the store atmosphere had an effect on customer loyalty to Starbucks in Bandar Lampung.

Keywords: Store Atmosphere, Customer Loyalty