ABSTRACT

Along with the growth of the retail business in Surakarta, causing the higher level of competition which is faced by Distro Deep Store. This study aims to research to determine how much influence store atmosphere, product quality, and customer satisfaction for customer loyalty.

This research has tested three independent variables they are store atmosphere, product quality, and consumer satisfaction that can influence dependent variable is customer loyalty. Sample in this research were 100 respondents and the techniques used are Non-probability Sampling technique with Accidental Sampling approach. Data in this research by using a survey method through questionnaires which filled out by customer. The data is obtained by using multiple regression analysis. The analysis includes: validity test, reliability test, classic assumption test, multiple regression analysis, hypothesis testing through the t test and F test and coefficient of determination analysis (R^2). From the regression analysis equation was obtained as follows,

$$Y = 0,600\,X_1 + 0,196\,X_2 + 0,176\,X_3$$

Variable of store atmosphere having greatest more influence for customer loyalty 0,600, followed by variable of product quality 0,196, and variable customer satisfaction having lowest influence 0,176. Hypothesis testing using t test showed that the three independent variables studied are variable of store atmosphere, variable of product quality, and customer satisfaction proved positive and significant impact for dependent variable customer loyalty. Analysis results by using the F test, it can be noted that these three independent variables are variable of store atmosphere, variable of product quality, and customer satisfaction, collectively influence the dependent variable is significant toward cutomer loyalty. The results of analysis by using the coefficient of determination showed that 77,4% variations of customer loyalty can be explained by store atmosphere, product quality, and customer satisfaction. The remaining 22,6%, which is explained by other variables, not in this results.

Keywords : store atmosphere, product quality,customer satisfaction, customer loyalty