

ABSTRAK

Riki Oktavia Pratiwi, NIM 7161210033. “Pengaruh *Store Atmosphere* dan *Responsiveness* Terhadap Loyalitas Pelanggan Di Wimpy Burger Cafe Medan.”

Penelitian ini bertujuan untuk mengetahui pengaruh *Store Atmosphere* dan *Responsiveness* terhadap Loyalitas Pelanggan di Wimpy Burger Cafe Medan. Penelitian ini menggunakan metode kuantitatif dengan teknik pengambilan sampel menggunakan teknik *total sampling*, dengan jumlah sampel sebanyak 44 orang yang menggunakan member di Wimpy Burger Cafe. Teknik pengumpulan data dalam penelitian ini dilakukan dengan cara menyebarkan kuesioner yang pengukurannya dengan skala *likert* dan diolah secara statistik menggunakan analisis regresi linear berganda dan pengujian hipotesis dengan uji F, uji t dan koefisien determinasi yang sebelumnya data telah diuji menggunakan uji validitas, uji reliabilitas dan uji asumsi klasik. Pengolahan data menggunakan program SPSS 21.0 *for windows*.

Secara parsial *Store Atmosphere* dan *Responsiveness* berpengaruh positif dan signifikan terhadap loyalitas pelanggan di Wimpy Burger Cafe Medan. Berdasarkan hasil penelitian menunjukkan bahwa variabel *Store Atmosphere* dan *Responsiveness* secara simultan berpengaruh terhadap Loyalitas Pelanggan. Hal ini terlihat dari nilai $F_{hitung} > F_{tabel} = 14,169 < 3,23$ dan nilai signifikannya $0,000 < 0,05$. Uji koefisien determinasi menunjukkan nilai sebesar 0,409 yang berarti bahwa *Store Atmosphere* dan *Responsiveness* berpengaruh terhadap Loyalitas Pelanggan sebesar 40,9% sedangkan sisanya dipengaruhi oleh variabel lain.

Kata Kunci : *store atmosphere*, *responsiveness*, loyalitas pelanggan

ABSTRACT

Riki Oktavia Pratiwi, NIM 7161210033. "*The Effect of Store Atmosphere and Responsiveness on Customer Loyalty at Wimpy Burger Cafe Medan.*"

This study aims to determine the effect of Store Atmosphere and Responsiveness on Customer Loyalty at Wimpy Burger Cafe Medan. This study uses quantitative methods with sampling techniques using total sampling techniques, with a total sample of 44 people who use members at Wimpy Burger Cafe. Data collection techniques in this study were carried out by distributing questionnaires whose measurements were with Likert scale and processed statistically using multiple linear regression analysis and hypothesis testing with the F test, t test and coefficient of determination before the data had been tested using validity, reliability and test classical assumption. Data processing using SPSS 21.0 for Windows.

Partially Store Atmosphere and Responsiveness have a positive and significant effect on customer loyalty at Wimpy Burger Cafe Medan. Based on the results of the study indicate that the Store Atmosphere and Responsiveness variables simultaneously affect Customer Loyalty. This can be seen from the value of $F_{count} > F_{table} = 14.169 < 3.23$ and the significant value is $0.000 < 0.05$. The coefficient of determination test shows a value of 0.409 which means that Store Atmosphere and Responsiveness affect Customer Loyalty by 40.9% while the rest is influenced by other variables.

Keywords : Store Atmosphere, Responsiveness, Customer Loyalty

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