

ABSTRAK

Latifah Sulha, NIM 7163210039. "Pengaruh *Store Atmosphere*, Lokasi, dan Keragaman Produk Terhadap Loyalitas Konsumen Teras Cafe Medan".

Penelitian ini bertujuan untuk mengetahui pengaruh *store atmosphere*, lokasi, dan keragaman produk terhadap loyalitas konsumen Teras Cafe Medan. Penelitian ini menggunakan metode kuantitatif dengan teknik pengambilan sampel menggunakan teknik *Purposive Sampling*, dengan jumlah sampel sebanyak 100 orang yang telah melakukan pembelian lebih dari satu kali di Teras Cafe. Teknik pengumpulan data dalam penelitian ini dilakukan dengan cara menyebarkan kuesioner yang pengukurannya dengan skala likert dan diolah secara statistik menggunakan analisis regresi berganda dan pengujian hipotesis uji t, uji f, dan koefisien determinasi yang sebelumnya data telah di uji menggunakan uji validitas, uji realibilitas, dan uji asumsi klasik. Pengolahan data menggunakan SPSS 21.0 *for windows*.

Secara parsial *store atmosphere*, lokasi, dan keragaman produk berpengaruh positif dan signifikan terhadap loyalitas konsumen Teras Cafe Medan. Berdasarkan hasil penelitian menunjukkan bahwa variabel *store atmosphere*, lokasi, dan keragaman produk secara simultan berpengaruh terhadap terhadap loyalitas konsumen. Hal ini terlihat dari nilai $F_{hitung} > F_{tabel}$ ($15,183 > 2,70$) dan nilai signifikansi $0,000 < 0,05$. Uji koefisien determinasi menunjukkan nilai sebesar 0,322 yang berarti bahwa *store atmosphere*, lokasi, dan keragaman produk berpengaruh terhadap loyalitas konsumen sebesar 32,2 % sedangkan sisanya dipengaruhi oleh variabel lain.

Kata Kunci: *store atmosphere*, lokasi, keragaman produk, loyalitas konsumen

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ABSTRACT

Latifah Sulha, NIM 7163210039. "The Effect of Store Atmosphere, Location, and Diversity of Products on Teras Cafe Medan Consumer Loyalty".

This study aims to determine the effect of store atmosphere, location, and diversity of products on Teras Cafe Medan consumer loyalty. This study uses quantitative methods with sampling techniques using purposive sampling technique, with a total sample of 100 people who have made purchases more than once at the Teras Cafe Medan. Data collection techniques in this study were carried out by distributing questionnaires which were measured with a Likert scale and processed statistically using multiple regression analysis and testing the hypothesis of the t test, f test, and the coefficient of determination before the data had been tested using the validity test, reliability test, and classic assumption test. Data processing using SPSS 21.0 for windows.

Partially store atmosphere, location, and diversity of products have a positive and significant effect on Teras Cafe Medan consumer loyalty. Based on the results of the study show that the store atmosphere, location, and product diversity variables simultaneously affect consumer loyalty. This can be seen from the value of $F_{count} > F_{table}$ ($15.183 > 2.70$) and a significance value of $0.000 < 0.05$. The coefficient of determination test shows a value of 0.322, which means that store atmosphere, location, and product diversity affect consumer loyalty by 32.2% while the rest is influenced by other variables.

Keywords: store atmosphere, location, product diversity, consumer loyalty

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