

ABSTRAK

Muhammad Raihan Nurfaizi, Nim: 7201260004 “Pengaruh *Store Atmosphere* Dan Kualitas Pelayanan Terhadap Loyalitas Konsumen (Studi Kasus Pada Konsumen *Niscala Coffee*)”. Program Studi Kewirausahaan, Jurusan Manajemen, Fakultas Ekonomi Universitas Negeri Medan.

Penelitian ini dilakukan untuk mengetahui apakah ada Pengaruh *Store Atmosphere* dan Kualitas Pelayanan Terhadap Loyalitas Konsumen (Studi Kasus Pada Konsumen *Niscala Coffee*). Penelitian ini menggunakan metode kuantitatif, populasi dalam penelitian ini adalah konsumen yang membeli produk dari *Niscala Coffee* yang terletak di Jl. Tombak No. 27 A, Sidorejo Hilir, Kecamatan Medan Tembung, Kota Medan, Sumatera Utara. Hasil penelitian ini menunjukkan bahwa: (1) *Store Atmosphere* secara parsial memberikan pengaruh positif dengan $T_{hitung} > T_{tabel}$, yaitu $4.992 > 1.659$ dan taraf signifikan $0,00 < 0,05$. Hal tersebut dapat disimpulkan secara parsial dan secara signifikan *Store Atmosphere* berpengaruh positif terhadap Loyalitas Konsumen maka H_0 ditolak dan H_a diterima. (2) Kualitas Pelayanan secara parsial memberikan pengaruh positif dengan nilai $T_{hitung} > T_{tabel}$ yaitu $2.204 > 1.659$ dan taraf signifikan sebesar $0,03 < 0,05$. Hal tersebut berarti secara parsial dan secara signifikan berpengaruh positif terhadap Loyalitas Konsumen. Maka H_0 Ditolak dan H_a diterima. (3) *Store Atmosphere* dan Kualitas Pelayanan secara simultan memberikan pengaruh positif dengan F_{hitung} sebesar $32.672 > 3.080$ dan dengan signifikansi $0,00 < 0,05$. Karena $F_{hitung} > F_{tabel}$ yang berarti bahwa H_0 ditolak dan H_a diterima, sehingga dapat disimpulkan bahwasannya *Store Atmosphere* dan Kualitas Pelayanan secara bersama-sama berpengaruh terhadap Loyalitas Konsumen di *Niscala Coffee*.

Kata kunci: *Store Atmosphere*, Kualitas Pelayanan dan Loyalitas Konsumen

ABSTRACT

Muhammad Raihan Nurfaizi, Student ID: 7201260004 “The Influence of *Store Atmosphere* and Service Quality on Consumer Loyalty (Case Study on *Niscala Coffee* Consumers)”. Entrepreneurship Study Program, Management Department, Faculty of Economics, State University of Medan.

This study was conducted to determine whether there is an Influence of *Store Atmosphere* and Service Quality on Consumer Loyalty (Case Study on *Niscala Coffee* Consumers). This study uses a quantitative method, the population in this study are consumers who buy products from *Niscala Coffee* located at Jl. Tombak No. 27 A, Sidorejo Hilir, Medan Tembung District, Medan City, North Sumatra. The results of this study indicate that: (1) *Store Atmosphere* partially has a positive influence with $T_{count} > T_{table}$, which is $4,992 > 1,659$ and a significance level of $0.00 < 0.05$. It can be concluded that partially and significantly *Store Atmosphere* has a positive effect on Consumer Loyalty, so H_0 is rejected and H_a is accepted. (2) Service Quality partially gives a positive influence with a T_{count} value $> T_{table}$, namely $2.204 > 1.659$ and a significance level of $0.03 < 0.05$. This means that partially and significantly has a positive influence on Consumer Loyalty. So H_0 is rejected and H_a is accepted. (3) *Store Atmosphere* and Service Quality simultaneously give a positive influence with F_{count} of $32.672 > 3.080$ and with a significance of $0.00 < 0.05$. Because $F_{count} > F_{table}$ which means that H_0 is rejected and H_a is accepted, so it can be concluded that *Store Atmosphere* and Service Quality together have an influence on Consumer Loyalty at *Niscala Coffee*.

Keywords: *Store Atmosphere*, Service Quality and Consumer Loyalty

