

ABSTRAK

PENGARUH *STORE ATMOSPHERE*, *SERVICE QUALITY*, DAN *PROMOTION* TERHADAP LOYALITAS PELANGGAN *COFFEE SHOP* BEHAVIOR COFFEE DI JOMBANG

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Budaya minum kopi dan persaingan bisnis dalam industri kopi sedang berkembang pesat pada era saat ini. Banyak pebisnis *coffee shop* yang bersaing dalam menarik konsumen. Penelitian ini bertujuan untuk mengetahui pengaruh *store atmosphere*, *service quality* dan *promotion* terhadap loyalitas pelanggan *coffee shop* di Behavior Coffee Jombang. Metode penelitian yang digunakan dalam penelitian ini menggunakan kuantitatif dengan sampel sebanyak 100 pelanggan *coffee shop* Behavior Coffee melalui alat uji kuisioner yang disebar dan diisi oleh responden di tempat penelitian. Hasil yang dapat disimpulkan dalam penelitian ini bahwa *store atmosphere* berpengaruh secara signifikan terhadap loyalitas pelanggan, *service quality* berpengaruh signifikan terhadap loyalitas pelanggan, *promotion* berpengaruh signifikan terhadap loyalitas pelanggan, dan ketiga variabel tersebut berpengaruh positif dan signifikan terhadap loyalitas pelanggan.

Kata kunci : *Store Atmosphere*, *Service Quality*, *Promotion*, Loyalitas Pelanggan.

ABSTRACT

THE INFLUENCE OF STORE ATMOSPHERE, SERVICE QUALITY, AND PROMOTION ON COFFEE SHOP BEHAVIOR COFFEE CUSTOMER LOYALTY IN JOMBANG

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Coffee drinking culture and business competition in the coffee industry are growing rapidly in the current era. Many coffee shop businesses compete to attract consumers. This research aims to determine the influence of store atmosphere, service quality and promotion on coffee shop customer loyalty at Behavior Coffee Jombang. The research method used in this research was quantitative with a sample of 100 customers of the Behavior Coffee coffee shop using a questionnaire test tool that was distributed and filled in by respondents at the research location. The results that can be concluded in this research are that store atmosphere has a significant effect on customer loyalty, service quality has a significant effect on customer loyalty, promotion has a significant effect on customer loyalty, and these three variables have a positive and significant effect on customer loyalty.

Keywords: Store Atmosphere, Service Quality, Promotion, Customer Loyalty.