

**PENGARUH SUASANA TOKO (*STORE ATMOSPHERE*) DAN KERAGAMAN PRODUK TERHADAP LOYALITAS PELANGGAN MELALUI KEPUASAN PELANGGAN DUA ENAM CAFE PUNCAK CISARUA BOGOR**

***THE INFLUENCE OF STORE ATMOSPHERE AND PRODUCT DIVERSITY ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION DUA ENAM CAFÉ PUNCAK CISARUA BOGOR***

**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui tanggapan pelanggan mengenai loyalitas pelanggan, kepuasan pelanggan, suasana toko (*store atmosphere*) dan keragaman produk serta mengetahui pengaruh suasana toko (*store atmosphere*) dan keragaman produk terhadap loyalitas pelanggan melalui kepuasan pelanggan Dua Enam Cafe Puncak Cisarua Bogor. Metode yang digunakan pada penelitian ini adalah deskriptif kuantitatif dan verifikatif. Penggunaan sampel dalam penelitian berjumlah 100 orang pelanggan dalam penyebaran kuesioner. Data kuesioner diuji melalui metode uji validitas, reliabilitas dan asumsi klasik. Teknik analisis menggunakan skala ordinal untuk menganalisis regresi linear berganda, analisis korelasi berganda, analisis koefisien determinasi, uji hipotesis. Tanggapan pelanggan terhadap loyalitas pelanggan terinterpretasi cukup loyal, kepuasan pelanggan terinterpretasi puas, suasana toko terinterpretasi cukup baik, keragaman produk terinterpretasi cukup baik. Hasil penelitian menunjukkan bahwa suasana toko, keragaman produk dan kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan Dua Enam Café Puncak Cisarua Bogor. Suasana toko dan keragaman produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan Dua Enam Café Puncak Cisarua Bogor. Sementara itu suasana toko dan keragaman produk berpengaruh positif dan signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan Dua Enam Café Puncak Cisarua Bogor.

**Kata Kunci : Suasana Toko, Keragaman Produk, Loyalitas Pelanggan dan Kepuasan Pelanggan.**

***ABSTRACT***

*The research aims to learn about customer responses regarding customer loyalty, customer satisfaction, store atmosphere and product diversity as well as to know the influence of store ambience and product variation on customer loyalties through the satisfaction of customers Dua Enam Cafe Puncak Cisarua Bogor. The methods used in this research are descriptive quantitative and verification. The use of samples in the study totalled 100 clients in the dissemination of questionnaires. The questionnaire data is tested using validity, reliability and classical assumptions testing methods. Analysis techniques use ordinal scales to analyze double linear regression, double correlation analysis, determination coefficient analysis, hypothesis testing. Customer response to customer loyalty interpreted fairly loyal, customer satisfaction interpreted satisfied, shop atmosphere interpreted pretty well, product diversity interpreted quite well. The results of the research show that the shop atmosphere, product diversity and customer satisfaction have a positive and significant influence on the customer loyalty of Dua Enam Café Cisarua Bogor Peak. The atmosphere of the store and the variety of products have a positive and significant influence on customer satisfaction Dua Enam Café Puncak Cisarua Bogor. Meanwhile the shop atmosphere and product diversity have a positive and significant influence on customer loyalty through customer satisfaction Dua Enam Café Puncak Cisarua Bogor.*

*Keywords: Store Atmosphere, Product Diversity, Customer Loyalty and Customer Satisfaction*