

ABSTRAK

Skripsi berjudul “Pengaruh Fasilitas, harga, Kualitas Pelayanan, dan *Store Atmosphere* Terhadap Loyalitas Konsumen Pada *Bravo Supermarket* Tulungagung” ditulis oleh Adelina Cholisatul Uyun, NIM. 126405212066, Dosen Pembimbing Risdiana Himmati, M. Si.

Kata Kunci: Fasilitas, Harga, Kualitas Pelayanan, *Store Atmosphere*, Loyalitas Konsumen.

Penelitian ini dilatarbelakangi oleh kurangnya informasi mengenai faktor-faktor yang mempengaruhi loyalitas konsumen menjadi kendala dalam memahami alasan konsumen melakukan pembelian secara berulang. Padahal, ada banyak faktor yang dapat mempengaruhi loyalitas tersebut. Seorang konsumen akan mempertimbangkan berbagai hal yang dapat menumbuhkan kepercayaan dan mendorong pembelian ulang. Apabila pemilik usaha memperhatikan faktor-faktor tersebut, maka usahanya akan semakin dikenal dan berkembang pesat.

Penelitian ini bertujuan untuk mengetahui 1) Pengaruh Fasilitas, Harga, Kualitas Pelayanan, dan *Store Atmosphere* Terhadap Loyalitas Konsumen Pada *Bravo Supermarket* Tulungagung, 2) Pengaruh Fasilitas Terhadap Loyalitas Konsumen Pada *Bravo Supermarket* Tulungagung, 3) Pengaruh Harga Terhadap Loyalitas Konsumen Pada *Bravo Supermarket* Tulungagung, 4) Pengaruh Kualitas Pelayanan Terhadap Loyalitas Konsumen Pada *Bravo Supermarket* Tulungagung, dan 5) Pengaruh *Store Atmosphere* Terhadap Loyalitas Konsumen Pada *Bravo Supermarket* Tulungagung.

Penelitian ini menggunakan penelitian kuantitatif dengan teknik *non probability sampling accidental sampling* dengan hasil total sampel 97 dihitung menggunakan rumus *lemeshow*. Teknik pengumpulan data dengan penyebaran kuesioner yang diisi langsung oleh responden. Data hasil kuesioner diolah menggunakan SPSS 20 dengan melakukan uji validitas, uji reliabilitas, analisis, deskriptif, uji multikolinearitas, uji regresi berganda, ujiasumsi klasik (uji normalitas, uji heteroskedastisitas, uji autokorelasi, uji hipotesis (uji F dan uji T), dan uji koefisien determinasi.

Berdasarkan hasil pengujian variabel Fasilitas, Harga, Kualitas Pelayanan, dan *Store Atmosphere* (X1, X2, X3 dan X4) secara bersama-sama berpengaruh signifikan terhadap Loyalitas Konsumen Pada *Bravo Supermarket* Tulungagung. Berdasarkan hasil pengujian secara parsial diketahui bahwa Fasilitas (X1) berpengaruh positif dan signifikan terhadap Loyalitas Konsumen (Y), Harga (X2) berpengaruh positif dan signifikan terhadap Loyalitas Konsumen (Y), Kualitas Pelayanan (X3) berpengaruh positif dan signifikan terhadap Loyalitas Konsumen (Y), *Store Atmosphere* (X4) berpengaruh positif dan tidak signifikan terhadap Loyalitas Konsumen (Y). Dari hasil uji koefisien determinasi diketahui bahwa Fasilitas, Harga, Kualitas Pelayanan, dan *Store Atmosphere* berpengaruh sebesar 50,4 % terhadap Loyalitas Konsumen Pada *Bravo Supermarket* Tulungagung.

ABSTRACT

The thesis entitled "The Influence of Facilities, Price, Service Quality, and Store Atmosphere on Customer Loyalty at Bravo Supermarket Tulungagung" was written by Adelina Cholisatul Uyun, Student ID 126405212066, under the supervision of Risdiana Himmati, M.Si.

Keywords: Facilities, Price, Service Quality, Store Atmosphere, Consumer Loyalty.

This research is motivated by the lack of information regarding the factors that influence consumer loyalty, which poses a challenge in understanding the reasons behind repeated purchases. In fact, there are many factors that can affect such loyalty. A consumer will consider various aspects that build trust and encourage repeat purchases. If business owners pay attention to these factors, their businesses will become more well-known and experience rapid growth.

This research aims to determine: 1) the influence of Facilities, Price, Service Quality, and Store Atmosphere on Consumer Loyalty at Bravo Supermarket Tulungagung, 2) the influence of Facilities on Consumer Loyalty at Bravo Supermarket Tulungagung, 3) the influence of Price on Consumer Loyalty at Bravo Supermarket Tulungagung, 4) the influence of Service Quality on Consumer Loyalty at Bravo Supermarket Tulungagung, and 5) the influence of Store Atmosphere on Consumer Loyalty at Bravo Supermarket Tulungagung.

This research uses a quantitative approach with a non-probability sampling technique, specifically accidental sampling, resulting in a total sample of 97, calculated using the Lemeshow formula. Data collection was carried out by distributing questionnaires, which were filled out directly by the respondents. The data from the questionnaires were processed using SPSS 20, with validity testing, reliability testing, descriptive analysis, multicollinearity testing, multiple regression testing, classical assumption tests (normality test, heteroscedasticity test, autocorrelation test), hypothesis testing (F test and t test), and determination coefficient testing.

Based on the test results, the variables of Facilities, Price, Service Quality, and Store Atmosphere (X1, X2, X3, and X4) simultaneously have a significant effect on Consumer Loyalty at Bravo Supermarket Tulungagung. Based on partial testing, it is known that Facilities (X1) have a positive and significant effect on Consumer Loyalty (Y), Price (X2) has a positive and significant effect on Consumer Loyalty (Y), Service Quality (X3) has a positive and significant effect on Consumer Loyalty (Y), while Store Atmosphere (X4) has a positive but not significant effect on Consumer Loyalty (Y). The coefficient of determination test shows that Facilities, Price, Service Quality, and Store Atmosphere collectively influence Consumer Loyalty by 50.4% at Bravo Supermarket Tulungagung.