

ABSTRACT

Title : *Effect of Service Quality and Store atmosphere, On Loyalty Customers through Customer Satisfaction as Intervening Variable at Indomaret Tomang.*
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This study aims to determine how much influence the quality of service and store atmosphere on customer loyalty through customer satisfaction as an intervening variable on Indomaret Tomang. The independent variable consists of service quality and store atmosphere, the dependent variable consists of customer loyalty and the intervening variable consists of customer satisfaction. This research was conducted at Indomaret Tomang which is engaged in retail / mini market sales located in West Jakarta. PT Indomarco Prismatama or often known as Indomaret, in the year 1997 Indomaret entered into a partnership pattern (franchise). The background of the research is because sales at Indomaret Tomang clearly continue to grow, but the majority of sales come from new customers, not old customers or repurchases and in this determination aims to find out what affects customer loyalty to Indomaret Tomang. For this reason, the authors in this study take the service quality and store atmosphere variables because these two variables are considered the most dominant phenomena in Indomaret Tomang. The sample used was 320 respondents with a sampling technique that is purposive sampling. The analytical method used in this study is the non-probability sampling method with research techniques in the form of Path Analysis.

The results showed that service quality and store atmosphere had a positive and significant effect on customer satisfaction and customer loyalty. And customer satisfaction as an intervening variable is proven to have a greater effect than the direct influence.

Keywords : *Service Quality, Store atmosphere, Customers Satisfaction and Loyalty Customers*