

***The Influence of Brand Image, Service Quality, and Store Atmosphere on
Customer Loyalty Mediated by Customer Satisfaction
at Excelso Coffee Shop***

By Zahra Fahira

Abstract

This study was conducted quantitatively with the aim of analyzing the influence of brand image, service quality, and store atmosphere directly and indirectly on customer loyalty. This study used 210 respondents from Excelso customers who are active/domiciled in South Jakarta with a minimum age of 18 years as primary data and secondary data from researchers obtained through various references relevant to the study. Data collection in this study used purposive sampling techniques and were analyzed using descriptive and inferential analysis techniques with the software used SmartPLS. This study shows the results that (1) brand image has a significant effect on customer loyalty, (2) Service quality has a significant effect on customer loyalty, (3) store atmosphere has a significant effect on customer loyalty, that (4) brand image has a significant effect on customer satisfaction, (5) Service quality has a significant effect on customer satisfaction, (6) Store atmosphere has a significant effect on customer satisfaction, (7) Customer satisfaction has a significant effect on customer loyalty (8) Customer satisfaction significantly mediates brand image on customer loyalty Loyalty (9) Customer satisfaction significantly mediates service quality on customer loyalty, loyalty (10) Customer satisfaction significantly mediates store atmosphere on customer loyalty

Keywords: *Brand Image, Service Quality, Store Atmosphere, Customer Satisfaction, Consumer Loyalty, Excelso*

**Pengaruh *Brand Image*, *Service Quality*, dan *Store Atmosphere* Terhadap
Customer Loyalty Dimediasi *Customer Satisfaction* Pada *Coffee Shop* Excelso**

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Abstrak

Penelitian ini dilakukan secara kuantitatif dengan tujuan untuk melakukan analisis pengaruh dari *brand image*, *service quality*, dan *store atmosphere* secara langsung maupun tidak langsung pada *customer loyalty*. Penelitian ini menggunakan 210 responden dari pelanggan Excelso yang beraktivitas/berdomisili di Jakarta Selatan dengan usia minimal 18 tahun sebagai data primer dan data sekunder peneliti diperoleh melalui berbagai referensi yang relevan dengan penelitian. Pengambilan data dalam penelitian ini menggunakan teknik *purposive sampling* dan dianalisis menggunakan teknik analisis deskriptif dan inferensial dengan *software* yang digunakan SmartPLS. Penelitian ini menunjukkan hasil bahwa (1) *brand image* berpengaruh signifikan terhadap *customer loyalty*, (2) *Service quality* berpengaruh signifikan terhadap *customer loyalty*, (3) *store atmosphere* berpengaruh signifikan terhadap *customer loyalty*, bahwa (4) *brand image* berpengaruh signifikan terhadap *customer satisfaction*, (5) *Service quality* berpengaruh signifikan terhadap *customer satisfaction*, (6) *store atmosphere* berpengaruh signifikan terhadap *customer satisfaction*, (7) *customer satisfaction* berpengaruh signifikan terhadap *customer loyalty* (8) *customer satisfaction* secara signifikan memediasi *brand image* terhadap *customer loyalty* (9) *customer satisfaction* secara signifikan memediasi *service quality* terhadap *customer loyalty*, (10) *customer satisfaction* secara signifikan memediasi *store atmosphere* terhadap *customer loyalty*

Kata Kunci: Citra Merek, Kualitas Pelayanan, Suasana Toko, Kepuasan Pelanggan, Loyalitas Konsumen, Excelso