

ABSTRAK

Hanifah Athala Marzuqoh, 2026. Pengaruh *Store Atmosphere* dan *Customer Experience* terhadap *Customer Loyalty* dengan *Customer Satisfaction* sebagai Variabel *Intervening* pada Konsumen Bar Kopi Linggo Probolinggo. Skripsi Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing I: Dr. Heny Sidanti, S.E., M.M. Pembimbing II: Dr. Hari Purwanto, S.E., M.M.

Persaingan bisnis *coffee shop* yang semakin kompetitif mendorong pelaku usaha untuk menciptakan suasana tempat dan pengalaman pelanggan yang mampu meningkatkan kepuasan serta loyalitas. Penelitian ini bertujuan menganalisis pengaruh *store atmosphere* dan *customer experience* terhadap *customer loyalty* dengan *customer satisfaction* sebagai variabel *intervening* pada Bar Kopi Linggo Probolinggo. Penelitian menggunakan pendekatan kuantitatif dengan *purposive sampling* terhadap 385 responden. Data dikumpulkan melalui kuesioner dan diuji menggunakan SPSS untuk uji validitas dan reliabilitas instrumen, kemudian dianalisis menggunakan *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) dengan bantuan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa *store atmosphere* dan *customer experience* berpengaruh positif dan signifikan terhadap *customer satisfaction* dan *customer loyalty*. *Customer satisfaction* juga berpengaruh positif dan signifikan terhadap *customer loyalty* serta terbukti memediasi pengaruh *store atmosphere* dan *customer experience* terhadap *customer loyalty*. Pengaruh langsung kedua variabel tersebut lebih besar dibandingkan pengaruh tidak langsungnya, sehingga *customer satisfaction* berperan sebagai mediator parsial. Model menjelaskan 58,9% variasi *customer satisfaction* dan 59,1% variasi *customer loyalty*. Temuan menunjukkan bahwa konsep *semi-outdoor*, *open bar*, pengalaman pelanggan yang positif, serta inovasi menu *limited edition* menjadi bagian penting dalam membentuk loyalitas pelanggan.

Kata Kunci: *Store Atmosphere*, *Customer Experience*, *Customer Satisfaction*, *Customer Loyalty*

ABSTRACT

Hanifah Athala Marzuqoh, 2026. ***The Influence of Store Atmosphere and Customer Experience on Customer Loyalty with Customer Satisfaction as an Intervening Variable among Customers of Bar Kopi Linggo Probolinggo.*** Undergraduate Thesis, Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. First Supervisor: Dr. Heny Sidanti, S.E., M.M. Second Supervisor: Dr. Hari Purwanto, S.E., M.M.

The increasingly competitive coffee shop business environment encourages business owners to create an atmosphere and customer experience that can enhance customer satisfaction and loyalty. This study aims to analyze the effects of store atmosphere and customer experience on customer loyalty with customer satisfaction as an intervening variable among customers of Bar Kopi Linggo Probolinggo. The study employed a quantitative approach with purposive sampling involving 385 respondents. Data were collected through questionnaires and tested using SPSS for instrument validity and reliability, then analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 4.0. The results show that store atmosphere and customer experience have positive and significant effects on customer satisfaction and customer loyalty. Customer satisfaction also has a positive and significant effect on customer loyalty and mediates the effects of store atmosphere and customer experience on customer loyalty. The direct effects of both variables are greater than their indirect effects, indicating that customer satisfaction serves as a partial mediator. The model explains 58.9% of the variance in customer satisfaction and 59.1% of the variance in customer loyalty. The findings indicate that the semi-outdoor and open-bar concepts, positive customer experiences, and limited-edition menu innovations are important elements in shaping customer loyalty.

Keywords: *Store Atmosphere, Customer Experience, Customer Satisfaction, Customer Loyalty.*