**ABSTRACT**

**THE INFLUENCE OF STORE ATMOSPHERE ON CUSTUMERS’**

**LOYALTY DRAJA COFFEE KUALANAMU**

**INTERNATIONAL AIRPORT**

**ADEK PUSPITA SARI**

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*The research objectives were to determine the effect of Store Atmosphere on Customers’ Loyalty at Draja Coffee in Kualanamu International Airport and to find out how much influence the Store Atmosphere had on Customers’ Loyalty at Draja Coffee Kualanamu International Airport with a total sample of 88 customers. The data collection technique in this research used simple linear regression with the formula y = a + bX, the results of the correlation coefficient test obtained by rxy values of 0,759. It means Store Atmosphere has a positive and strong effect on Customers’ Loyalty at Draja Coffee Kualanamu International Airport and to find out how much influence Store Atmosphere on Customers’ Loyalty at Draja Coffee Kualanamu International Airport using determination test (R2). The results of a simple linear regression obtained by the equation Y = 10,840 + 0,738, in which Store Atmosphere has a significant effect on the variable Customers’ Loyalty. The coefficient of determination (R2) was obtained at 0,576 or 57,6%, which means that the Store Atmosphere variable affect Customers’ Loyalty at Draja Coffee Kualanamu International Airport. Knowing whether or not the hypothesis is accepted in this research, the t (persial) test obtained from Store Atmosphere (X) has a tobserved of 10,815. This, Ha is accepted because of tobserved > ttable therefore, has a significant effect on Customer Loyalty or dependent variables.*

**Keywords : Store Atmosphere the Customers’ Loyalty**

**ABSTRAK**

**Pengaruh *Store Atmosphere* Terhadap Loyalitas Pelanggan Pada Draja Coffee Kualanamu Internasional Airport**

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Penelitian ini bertujuan untuk mengetahui pengaruh *Store Atmosphere* terhadap Loyalitas Pelanggan Draja Coffee Kualanamu Internasional Airport dan untuk mengetahui seberapa besar pengaruh *Store Atmosphere* terhadap Loyalitas Pelanggan pada Draja Coffee Kualanamu Internasional Airport dengan jumlah sampel sebanyak 88 orang Pelanggan. Teknik pengumpulan data dalam penelitian ini menggunakan regresi linear sederhana dengan rumus Y = a + bX , hasil uji koefisien kolerasi diperoleh nili rxy sebesar 0,759, berarti *Store Atmosphere*  berpengaruh positif dan kuat terhadap Loyalitas Pelanggan pada Draja Coffee Kualanamu Internasional Airport dan untuk mengetahui seberapa besar pengaruh *Store Atmosphere* terhadap Loyalitas Pelanggan pada Draja Coffee Kualanamu Internasional Airport menggunakan uji determinasi (R2). Hasil uji regresi linear sederhana dipeoleh persamaan Y = 10,840 + 0,738X, dimana *Store Atmosphere* mempunyai pengaruh yang signifikan terhadap variabel Loyalitas Pelanggan. Nilai koefisien determinasi (R2) diperoleh sebesar 0,576 atau 57,6% yang berarti bahwa variabel *Store Atmosphere* berpengaruh terhadap Loyalitas Pelanggan pada Draja Coffee Kualanamu Internasional Airport. Mengetahui diterima atau tidaknya hipotesis dalam penelitian ini, digunakan uji t (persial) yang diperoleh dari *Store Atmosphere* (X) memiliki nilai thitung 10,815. Dengan demikian Ha deterima karena thitung > ttabel. Oleh karena itu, dapat disimpulkan bahwa *Store Atmosphere* atau variabel bebas secara persial berpengaruh signifikan terhadap Loyalitas Pelanggan atau variabel terikat.

**Kata Kunci : *Store Atmosphere,* Terhadap Loyalitas Pelanggan**