

ABSTRAK

RIZKA NOVIANI PUTRI OROH, 2024. Pengaruh Store Atmosphere, Customer Engagement, dan Customer Experience terhadap Customer Loyalty (Studi pada toko NS Collection Kota Ternate), Pembimbing I : Dr. Yolanda Mohungo, SE., M.Si, Pembimbing II : Irfandi Buamonabot, SE., M.Sc

Tujuan penelitian ini adalah : (1) untuk mengetahui dan menganalisis pengaruh store atmosphere terhadap customer loyalty; (2) untuk mengetahui dan menganalisis pengaruh customer engagement terhadap customer loyalty; (3) untuk mengetahui dan menganalisis pengaruh customer experience terhadap customer loyalty. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 119 responden. Dengan menggunakan metode purposive sampling, penelitian ini menggunakan teknik analisis regresi linier berganda dan data dianalisis menggunakan software SPSS Statistics 29. Hasil penelitian ini menunjukkan bahwa store atmosphere, customer engagement dan customer experience secara parsial berpengaruh signifikan terhadap customer loyalty. Kata Kunci: Store Atmosphere, Customer Engagement dan Customer Experience Terhadap Customer Loyalty.

ABSTRACT

RIZKA NOVIANI PUTRI OROH, 2024. The Influence of Store Atmosphere, Customer Engagement, and Customer Experience on Customer Loyalty (Study at the NS Collection store, Ternate City), Supervisor I: Dr. Yolanda Mohungo, SE., M.Sc, Supervisor II: Irfandi Buamonabot, SE., M.Sc

The objectives of this research are: (1) to determine and analyze the influence of store atmosphere on customer loyalty; (2) to determine and analyze the influence of customer engagement on customer loyalty; (3) to find out and analyze the influence of customer experience on customer loyalty. The number of samples used in this research was 119 respondents. Using the purposive sampling method, this research uses multiple linear regression analysis techniques and the data is analyzed using SPSS Statistics 29 software. The results of this research show that store atmosphere, customer engagement and customer experience partially have a significant effect on customer loyalty.

Keywords: Store Atmosphere, Customer Engagement and Customer Experience on Customer Loyalty.