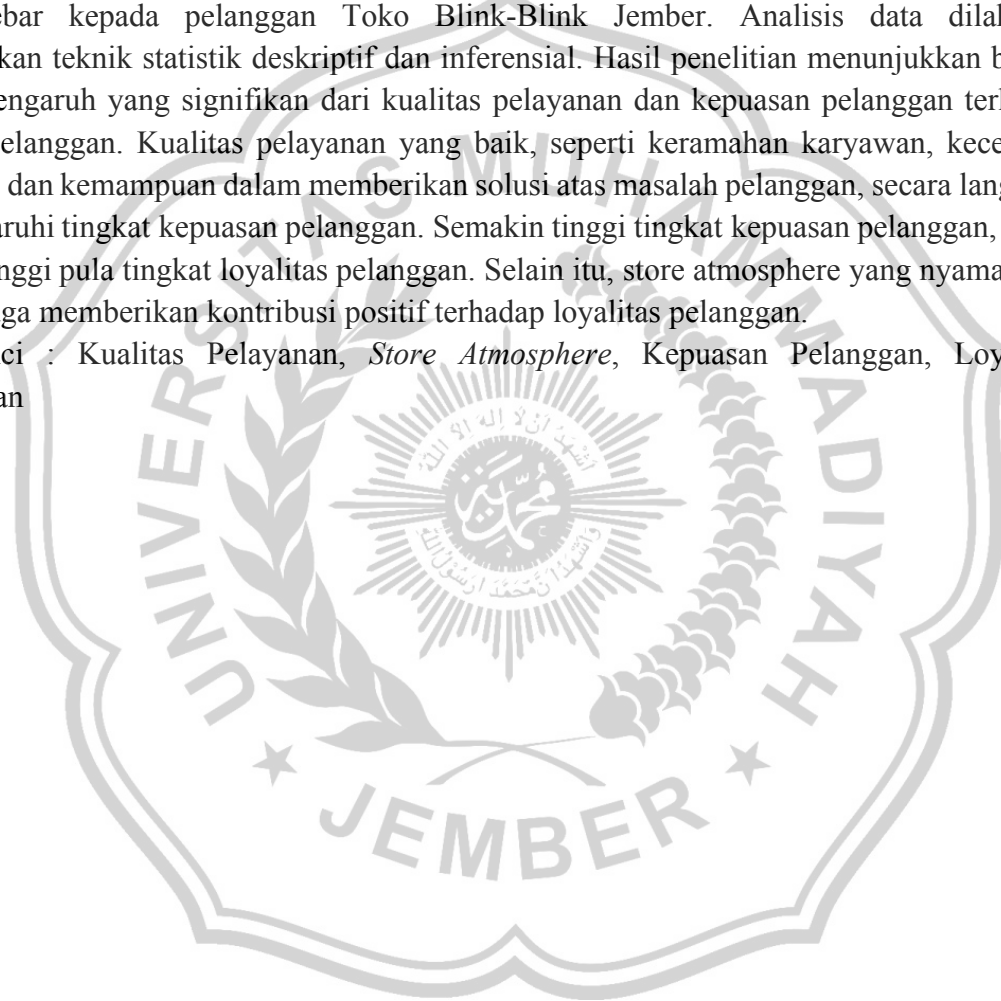# ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan, store atmosphere, dan kepuasan pelanggan terhadap loyalitas pelanggan di Toko Blink-Blink Jember. Dalam konteks persaingan bisnis yang semakin ketat, membangun loyalitas pelanggan menjadi hal yang krusial bagi keberlangsungan suatu usaha. Kualitas pelayanan yang baik, suasana toko yang nyaman, dan kepuasan pelanggan yang tinggi diyakini dapat mendorong pelanggan untuk terus berbelanja dan merekomendasikan toko kepada orang lain. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan survei. Data dikumpulkan melalui kuesioner yang disebar kepada pelanggan Toko Blink-Blink Jember. Analisis data dilakukan menggunakan teknik statistik deskriptif dan inferensial. Hasil penelitian menunjukkan bahwa terdapat pengaruh yang signifikan dari kualitas pelayanan dan kepuasan pelanggan terhadap loyalitas pelanggan. Kualitas pelayanan yang baik, seperti keramahan karyawan, kecepatan pelayanan, dan kemampuan dalam memberikan solusi atas masalah pelanggan, secara langsung mempengaruhi tingkat kepuasan pelanggan. Semakin tinggi tingkat kepuasan pelanggan, maka semakin tinggi pula tingkat loyalitas pelanggan. Selain itu, store atmwphere yang nyaman dan menarik juga memberikan kontribusi positif terhadap loyalitas pelanggan.

Kata Kunci : Kualitas Pelayanan, *Store Atmosphere*, Kepuasan Pelanggan, Loyalitas Pelangganan

ABSTRACT

This study aims to analyze the effect of service quality, store atmosphere, and customer satisfaction on customer loyalty at Blink-Blink Jember Store. In the context of increasingly fierce business competition, building customer loyalty is crucial for the sustainability of a business. Good service quality, a comfortable store atmosphere, and high customer satisfaction are believed to encourage customers to continue shopping and recommend the store to others. The research method used is quantitative with a survey approach. Data were collected through questionnaires distributed to customers of Blink-Blink Jember Store. Data analysis was carried out using descriptive and inferential statistical techniques. The results showed that there was a significant influence of service quality and customer satisfaction on customer loyalty. Good service quality, such as employee friendliness, speed of service, and ability to provide solutions to customer problems, directly affects the level of customer satisfaction. The higher the level of customer satisfaction, the higher the level of customer loyalty. In addition, a comfortable and attractive store atmosphere also contributes positively to customer loyalty.

Keywords: Service Quality, Store Atmosphere, Customer Satisfaction, Customer Loyalty