

## ABSTRAK

Penelitian mengenai faktor yang mempengaruhi *customer loyalty* pada produk Roti Conato Bakery. Tujuan penelitian ini adalah untuk mengetahui pengaruh Pengaruh *Product Innovation*, *Product Quality*, *Store Atmosphere* dan *Brand Image* Terhadap *Customer Loyalty* secara parsial dan simultan. Teori yang digunakan pada penelitian ini adalah teori *Product Innovation*, *Product Quality*, *Store Atmosphere*, *Brand Image* *Customer Loyalty*. Jenis penelitian deskriptif kuantitatif dengan desain penelitian eksplanatori. Populasi dalam penelitian ini adalah konsumen Conato Bakery Jember. Sampel yang digunakan sebanyak 100 responden, menggunakan teknik non probability sampling dengan pendekatan *purposive sampling*. Alat analisis menggunakan regresi linier berganda dengan software SPSS. Hasil uji t menunjukkan signifikansi *Product Innovation* (0,005), *Product Quality* (0,000) dan *Store Atmosphere* (0,001), *Brand Image* (0,001) lebih kecil dari 0,05, sehingga secara parsial berpengaruh signifikan terhadap *Customer Loyalty*. Hasil uji F menunjukkan nilai signifikansi sebesar 0,000 lebih kecil dari 0,05, sehingga secara simultan *Product Innovation*, *Product Quality*, *Store Atmosphere* dan *Brand Image* berpengaruh signifikan terhadap *Customer Loyalty*. Analisis regresi menunjukkan *Product Innovation* (0,196), *Product Quality* (0,290), *Store Atmosphere* (0,239) dan *Brand Image* (0,237) berpengaruh positif terhadap *Customer Loyalty*. Uji koefisien determinasi menunjukkan bahwa 60,8% *Customer Loyalty* dipengaruhi oleh *Product Innovation*, *Product Quality*, *Store Atmosphere* dan *Brand Image*, sedangkan sisanya 39,2% dipengaruhi oleh variabel lain diluar model atau persamaan.

Kata kunci : *Product Innovation*, *Product Quality*, *Store Atmosphere*, *Brand Image* dan *Customer Loyalty*.

## **ABSTRACT**

*Research on the factors that affect customer loyalty on Conoti Bakery bread products. The purpose of this study is to determine the effect of Product Innovation, Product Quality, Store Atmosphere and Brand Image to Customer Loyalty in a persial and simultaneous manner. The theory used in this research is the theory of Product Innovation, Product Quality, Store Atmosphere, Brand Image Customer Loyalty. Quantitative descriptive research type with explanatory research design. Population in this research is consumer of Conato Bakery Jember. The sample used is 100 respondents, using non probability sampling technique with purposive sampling approach. Analyzer uses multiple linear regression with SPSS software. The result of t test shows the significance of Product Innovation (0,005), Product Quality (0.000) and Store Atmosphere (0,001), Brand Image (0,001) less than 0,05, so that partially significant influence to Customer Loyalty. F test results show a significance value of 0.000 smaller than 0.05, so that simultaneously Product Innovation, Product Quality, Store Atmosphere and Brand Image significantly influence Customer Loyalty. Regression analysis shows Product Innovation (0,196), Product Quality (0,290), Store Atmosphere (0,239) and Brand Image (0,237) have positive effect to Customer Loyalty. The determination coefficient test shows that 60.8% Customer Loyalty is influenced by Product Innovation, Product Quality, Store Atmosphere and Brand Image, while the remaining 39.2% is influenced by other variables outside the model ore quation.*

*Keywords: Product Innovation, Product Quality, Store Atmosphere, Brand Image and Customer Loyalty.*

