

ABSTRAK

Penelitian ini ditujukan untuk mengetahui bagaimana pengaruh *Atmosphere*, *Physical Design*, dan *Employee* terhadap *Store loyalty* melalui *Self-Congruity*, *Product Quality*, *service Quality* dan *Price*. Sampel yang digunakan pada penelitian ini yaitu para konsumen toko Diana Cake yang tinggal di wilayah kota Surabaya yang telah membeli produk di toko Diana Cake dua kali dalam satu bulan dengan sejumlah 125 responden. Untuk pengolahan dan penganalisaan data dalam penelitian ini yaitu dengan menggunakan *Structural Equation Modeling* (SEM) dengan software AMOS 22.0 sebagai software untuk mengolah data. Hasil analisis menunjukkan bahwa semua variable memiliki pengaruh positif.

Temuan empiris tersebut mengindikasikan bahwa pengaruh variabel *Price* terhadap variabel *Store loyalty* memiliki nilai koefisien regresi terbesar dengan nilai 0.578. Pengaruh terbesar kedua adalah antara variabel *Self-Congruity* terhadap variabel *Service Quality* dengan nilai koefisien regresi sebesar 0.511. Pengaruh koefisien regresi terbesar ketiga adalah *Product Quality* terhadap *Store Loyalty* dengan nilai koefisien regresi sebesar 0.502.

Kata kunci: *Atmosphere, Employee, Physical Design, Self-Congruity, Service Quality, Product Quality, Prices, Store Loyalty.*

This study aimed to find out how the effect Physical design, atmosphere, employee to Store Loyalty through Self-Congruity, Service Quality, Product Quality, Prices for Diana Cake surabaya

The sample used in this study is the Diana Cake visitors who live in the city of Surabaya and who had visited Diana Cake two times a month with total sample is 125 respondents. For processing and analyzing the data in this research is by using Structural Equation Modeling (SEM) with AMOS 22.0 software as software for data processing. The analysis showed that the all variable have a positif effect.

The empirical findings indicate that the effect of variable Price to variable Store Loyalty has the biggest regression coefficient with a value of 0.578. The second highest influence was among the variables Self-Congruity with the

variable Service Quality with regression coefficient value 0.511. The third highest influence was among Product Quality to Store Loyalty with the regression coefficient value 0.502.

Key Word: Atmosphere, Employee, Physical Design, Self-Congruity, Service Quality, Product Quality, Prices, Store Loyalty.