

ABSTRAK

PENGARUH BRAND TRUST DAN ATMOSFER TOKO TERHADAP LOYALITAS PELANGGAN AWOR COFFEE DENGAN MEDIASI KEPUASAN PELANGGAN

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Penelitian ini bertujuan untuk mengkaji (1) pengaruh *brand trust* terhadap loyalitas pelanggan Awor Coffee, (2) pengaruh atmosfer toko terhadap loyalitas pelanggan Awor Coffee (3) pengaruh *brand trust* terhadap loyalitas pelanggan Awor Coffee dengan kepuasan pelanggan sebagai variabel mediasi (4) pengaruh atmosfer toko terhadap loyalitas pelanggan Awor Coffee dengan kepuasan pelanggan sebagai variabel mediasi. Teknik pengambilan sampel yang digunakan dalam penelitian ini dengan Teknik *Purposive Sampling*. Data dalam penelitian didapatkan dengan menyebarkan kuesioner dalam bentuk *google forms* yang disebarkan kepada 100 responden. Menggunakan pendekatan kuantitatif dan analisis SEM-PLS, studi ini menemukan bahwa baik *brand trust* maupun atmosfer toko berpengaruh positif dan langsung terhadap loyalitas pelanggan. Selain itu, kepuasan pelanggan turut memediasi pengaruh kedua variabel tersebut, sehingga meningkatkan loyalitas secara tidak langsung. Hasil ini memberikan implikasi strategis bagi pengelola untuk memperkuat *brand trust* dan menciptakan suasana toko yang menyenangkan demi meningkatkan kepuasan dan loyalitas pelanggan.

Kata Kunci : *Brand trust*, Atmosfer toko, Loyalitas pelanggan, Kepuasan pelanggan

ABSTRACT

THE INFLUENCE OF BRAND TRUST AND STORE ATMOSPHERE ON CUSTOMER LOYALTY AT AWOR COFFEE WITH CUSTOMER SATISFACTION AS A MEDIATOR

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This research aims to examine (1) the influence of brand trust on customer loyalty at Awor Coffee, (2) the influence of store atmosphere on customer loyalty at Awor Coffee. (3) the influence of brand trust on customer loyalty at Awor Coffee with customer satisfaction as a mediating variable (4) the influence of store atmosphere on customer loyalty at Awor Coffee with customer satisfaction as a mediating variable. The sampling technique used in this research is the Purposive Sampling technique. Data in the study were obtained by distributing questionnaires in the form of Google Forms to 100 respondents. Using a quantitative approach and SEM-PLS analysis, this study found that both brand trust and store atmosphere have a positive and direct impact on customer loyalty. Moreover, customer satisfaction also mediates the influence of both variables, thereby indirectly increasing loyalty. These results provide strategic implications for managers to strengthen brand trust and create a pleasant store atmosphere to enhance customer satisfaction and loyalty.

Keywords : Brand trust, Store atmosphere, Customer loyalty, Customer satisfaction