ABSTRACT

In the rapid development of the business world, it is a threat and challenge for business people to be able to win the competition and maintain the survival of the company. Kue Balok Mang Salam is one of the long-standing food businesses in Bandung, Kue Balok Mang Salam has moved its business location 3 times. Based on the results of observations, it was found that customer loyalty was not good and the store atmosphere and brand image received a not very good response. Therefore, this study aims to determine how much influence the store atmosphere and brand image have on customer loyalty at Kue Balok Mang Salam.

This research uses quantitative methods with descriptive research types whose sampling is done by non-probability sampling method with 204 respondents. The analysis technique used in this research is descriptive and multiple linear regression analysis. Based on the results of descriptive analysis, the Store Atmosphere variable has a percentage that falls into the good category, while Brand Image has a percentage that has entered the very good category.

Based on the results of this research, it results simultaneously that the variables of Store Atmosphere and Brand Image have a significant effect on Customer Loyalty. Based on the results of the t test, it is found that the Shop Atmosphere and Brand Image have a significant effect on Customer Loyalty at Kue Balok Mang Salam. While the results of the variable coefficient of determination and Brand Image affect Customer Loyalty at Mang Salam's Kue Balok by 67.4%, while the remaining 32.6% is influenced by other variables not examined in this study.

Keywords: Store Atmosphere, Brand Image, Costumer Loyalty