

ABSTRAK

Pelanggan adalah elemen kunci untuk menjalankan bisnis, dan loyalitas pelanggan menjadi salah satu hal yang terpenting yang harus diperhatikan. Apotek Kimia Farma Sulanjana 4 di Kota Bandung telah mengalami penurunan pembelian, dari 107.343 tahun 2022 menjadi 98.612 tahun 2023, sehingga terjadi indikasi penurunan loyalitas pelanggan. Penelitian ini bertujuan untuk menguji pengaruh *store atmosphere* dan *integrated marketing communication* terhadap loyalitas pelanggan yang dimediasi kepuasan pelanggan. Populasi dalam penelitian ini adalah pelanggan yang pernah melakukan pembelian di Apotek Kimia Farma Sulanjana 4 di Kota Bandung. Jumlah responden yang digunakan dalam penelitian ini sebanyak 136 orang. Metode yang dilakukan dalam penelitian ini adalah metode *Structural Equation Model – Partial Least Square* (SEM-PLS) dengan SMART PLS 4.0 sebagai *software* analisisnya. Hasil penelitian menunjukkan bahwa: (1) *store atmosphere* tidak berpengaruh positif dan signifikan terhadap loyalitas pelanggan; (2) *integrated marketing communication* berpengaruh positif dan signifikan terhadap loyalitas pelanggan; (3) *store atmosphere* berpengaruh positif dan signifikan terhadap kepuasan pelanggan; (4) *integrated marketing communication* berpengaruh positif dan signifikan terhadap kepuasan pelanggan; (5) kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan; (6) *store atmosphere* berpengaruh positif dan signifikan terhadap loyalitas pelanggan dengan dimediasi kepuasan pelanggan; dan (7) *integrated marketing communication* berpengaruh positif dan signifikan terhadap loyalitas pelanggan dengan dimediasi kepuasan pelanggan. Implikasi yang diharapkan dalam penelitian ini adalah peningkatan kualitas *store atmosphere* dan *integrated marketing communication* di Apotek Kimia Farma Sulanjana 4 yang bisa berdampak pada peningkatan kepuasan pelanggan dan pada akhirnya loyalitas pelanggan bisa menjadi lebih baik lagi.

Kata Kunci : *Store Atmosphere*, *Integrated Marketing Communication*, Kepuasan Pelanggan, Loyalitas Pelanggan

ABSTRACT

Customers are a key element in running a business, and customer loyalty is one of the most important things to pay attention. Apotek Kimia Farma Sulanjana 4 in Bandung City has experienced a decrease in purchases, from 107,343 in 2022 to 98,612 in 2023, so there is an indication of a decrease in customer loyalty. This study aims to examine the impact of store atmosphere and integrated marketing communication on customer loyalty through customer satisfaction as mediator. The population in this study are customers who have made purchase at Apotek Kimia Farma Sulanjana 4 in Bandung City. The number of responden used in this study was 136 people. This study employed the Structural Equation Model-Partial Least Square (SEM-PLS) approach with the SMART PLS 4.0 software. The study results show that: (1) store atmosphere doesn't have a positive and significant effect on customer loyalty; (2) integrated marketing communication has a positive and significant effect on customer loyalty; (3) store atmosphere has a positive and significant effect on customer satisfaction; (4) integrated marketing communication has a positive and significant effect on customer satisfaction; (5) customer satisfaction has a positive and significant effect on customer loyalty; (6) store atmosphere has a positive and significant effect on customer loyalty through customer satisfaction as mediator; (7) integrated marketing communication has a positive and significant effect on customer loyalty through customer satisfaction as mediator. The expected implication in this study is the improvement of the quality of store atmosphere and integrated marketing communication at Apotek Kimia Farma Sulanjana 4 which can have an impact on increasing customer satisfaction and ultimately customer loyalty can be even better.

Keywords : *Store Atmosphere, Integrated Marketing Communication, Customer Satisfaction, Customer Loyalty*