

**PENGARUH FAKTOR LOKASI, ATMOSFER, SERTA
PELAYANAN MAGNUM CAFÉ GRAND INDONESIA MALL JAKARTA DALAM
MENINGKATKAN LOYALITAS MEREK**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh antara lokasi, atmosfer, dan pelayanan terhadap loyalitas merek Magnum Café Grand Indonesia Mall Jakarta. Pendekatan kuantitatif digunakan dalam penelitian ini dengan menjelaskan tiga variabel bebas (lokasi, atmosfer, dan pelayanan) dan satu variabel terikat (loyalitas merek). Data diperoleh melalui penyebaran kusioner kepada 150 masyarakat Jakarta dengan teknik *convenience sampling method*. Hasil penelitian menunjukkan bahwa alat ukur penelitian ini *reliable* (nilai Cronbach's Alpha >0,6) dan *valid* (nilai korelasi <0,7, *corrected total –item correlation* >0,1348), tidak terjadi multikolinearitas (nilai *tolerance* >0,1, nilai VIF <10). Lokasi berpengaruh terhadap loyalitas merek sebesar 29%, atmosfer terhadap loyalitas merek 27,6%, pelayanan terhadap loyalitas merek 45,3%.

Kata kunci: lokasi, atmosfer, pelayanan, loyalitas merek, Magnum Café

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**THE EFFECTS OF LOCATION, ATMOSPHERE, AND
SERVICE AT MAGNUM CAFÉ GRAND INDONESIA MALL JAKARTA ON
MAINTAINING BRAND LOYALTY**

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ABSTRACT

This research aims to analyze influence of location, atmosphere, and service at Magnum Café Grand Indonesia Mall to brand loyalty. This research uses a quantitative approach by explaining three independent variables (location, atmosphere, and service) and one dependent variable (brand loyalty). Data obtained by distributing questionnaires to 150 respondents in Jakarta area using the technique convenience sampling method. The result shows that the measurement tool is reliable (Cronbach's Alpha score >0,6) and valid (correlation score <0,7, corrected total –item correlation >0,1348), there is no multicollinearity (tolerance score >0,1, VIF score <10). Location has positive and significant influence on brand loyalty as much as 29%, atmosphere on brand loyalty 27,6%, service on brand loyalty 45,3%.

Key Words: location, atmosphere, service, brand loyalty, Magnum Café

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