

ABSTRAK

Faktor yang harus diperhatikan oleh perusahaan dalam menjalankan usahanya, diantaranya faktor *store atmosphere* dan harga yang diberikan oleh perusahaan kepada pelanggan harus ditinjau ulang dalam setiap periode sesuai selera. Tujuan penelitian untuk mengetahui bagaimana persepsi pelanggan terhadap *store atmosphere* The Southbank Club, mengetahui bagaimana persepsi pelanggan terhadap harga yang di berikan, mengetahui loyalitas pelanggan pada konsumen The Southbank Club dan untuk mengetahui pengaruh *Store Atmosphere* dan Harga terhadap Loyalitas Pelanggan. Metode penelitian yang digunakan adalah metode deskriptif verifikatif dengan teknik pengumpulan data melalui penyebaran kuesioner.

Hasil penelitian menunjukkan bahwa persepsi pelanggan The Southbank Club terhadap *store atmosphere* The Southbank Club dinilai cukup baik. Persepsi pelanggan The Southbank Club terhadap harga yang diberikan dapat dikatakan baik. Loyalitas pelanggan pada The Southbank Club dapat dikatakan baik. *Store atmosphere* dan harga berpengaruh terhadap loyalitas pelanggan pada The Southbank Club

Kata kunci: *Store atmosphere*, Harga, Loyalitas Pelanggan

ABSTRACT

The factor to be observed by the company in running his business, in between the atmosphere factor, the atmosphere factor and the price provided by the company to reinforced into every period as a taste. The purpose of research to know how customer's perception of the customer of atmosphere the Southbank Club, found out how the customer perceptions on the price of the customers Price on the consumer of the Southbank club and the price of the customer's store and prices against customers loyalty. The research method used was a method of verifying description with technique using data - gathering through the deployment of the questionnaire.

Research results show that the customer perception of the Southbank club against the atmosphere the Southbank club club is well done. The perception of the Southbank club against the price that was given is well said. Customer loyalty to the Southbank club can be said well. Store atmosphere and the price of impact on customer loyalty to the Southbank club

Keywords: Store Atmosphere, Price, Customer Loyalty