

Abstract: *Creating loyal customer is one of the key success factor of business. This study aims to determine the effect of store atmosphere, sales promotion and retail services to customer satisfaction and its impact on the retail customer loyalty at Lotte Mart Kelapa Gading. Data were obtained from the questionnaires from 205 respondents and analyzed by SEM (Structural Equation Modeling). Hypothesis test results show that store atmosphere, sales promotion and retail services significantly affect the customer satisfaction and that customer satisfaction significantly affects customer loyalty. Managerial implications that need to be considered are to conduct regularly : maintenance of Air Handling Unit (AHU) and transaction machines, redesigning the store's ambience, store layout monitoring, price display monitoring (size and position), attractive sales promotions, employee training and customer satisfaction survey. It's also necessary to monitor the movement of competitors and trend in society in order to apply appropriate strategies to maintain and gain customer loyalty.*

Keywords: *retail, atmosphere, promotion, services, satisfaction, customer loyalty*

Abstrak: *Menciptakan pelanggan yang loyal adalah salah satu kunci keberhasilan dari setiap bisnis. Penelitian ini bertujuan untuk mengetahui pengaruh atmosfer gerai, promosi penjualan dan pelayanan ritel terhadap kepuasan pelanggan dan dampaknya terhadap loyalitas pelanggan ritel di Lotte Mart Kelapa Gading. Data penelitian diperoleh dari hasil penyebaran kuesioner terhadap 205 responden dan diolah dengan SEM (Structural Equation Modeling). Hasil uji hipotesis menunjukkan bahwa atmosfer gerai, promosi penjualan dan pelayanan ritel berpengaruh signifikan terhadap kepuasan pelanggan dan kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan. Implikasi manajerial yang perlu dilakukan antara lain adalah melakukan secara berkala : perawatan terhadap Air Handling Unit (AHU) dan mesin transaksi, penggantian nuansa gerai, pemantauan terhadap tata ruang, pemantauan posisi & ukuran petunjuk harga, promosi penjualan yang menarik, pelatihan pramuniaga dan survey kepuasan pelanggan. Selain itu juga perlu dimonitor pergerakan kompetitor dan pergerakan tren di masyarakat sehingga dapat menerapkan strategi yang tepat untuk mempertahankan dan meraih loyalitas pelanggan.*

Kata kunci: *ritel, atmosfer, promosi, pelayanan, kepuasan, loyalitas pelanggan*