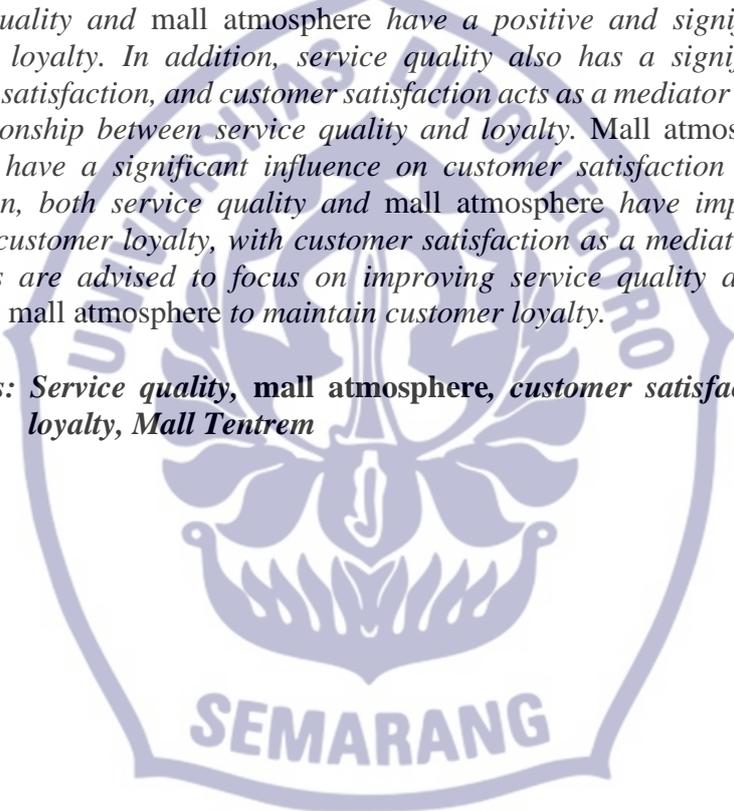


ABSTRACT

This study aims to analyze the effect of service quality and mall atmosphere on customer loyalty with customer satisfaction as a mediating variable. The research method uses a quantitative approach with primary data collected through questionnaires from 200 respondents who have visited Tentrem Mall in Semarang. Data analysis was conducted using Structural Equation Modeling (SEM) with AMOS 26. This study tested five hypotheses related to the effect of service quality and mall atmosphere on customer loyalty and satisfaction. The results showed that service quality and mall atmosphere have a positive and significant effect on customer loyalty. In addition, service quality also has a significant effect on customer satisfaction, and customer satisfaction acts as a mediator that strengthens the relationship between service quality and loyalty. Mall atmosphere was also found to have a significant influence on customer satisfaction and loyalty. In conclusion, both service quality and mall atmosphere have important roles in building customer loyalty, with customer satisfaction as a mediating factor. Mall managers are advised to focus on improving service quality and creating an attractive mall atmosphere to maintain customer loyalty.

Keywords: *Service quality, mall atmosphere, customer satisfaction, customer loyalty, Mall Tentrem*



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