ABSTRACK

Effect Atmosphere store and Quality Product on customer loyalty

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In the it was of globalization the development of move by very dynamic business environment .Trade competition between local company and a global company is tight .One of them is in fashion business that are becoming increasingly moldy in indonesia with various a lot of style fashion in indonesia .This research will research the problems of a stone fruit outlet rabbani customer loyalty bandung.yang the number of customers who are experiencing a decrease in loya rabbani bandung against the outlet of a stone fruit , and research this research to find out the influence of the atmosphere to shops and product quality customer loyalty rabbani bandung in the outlet of a stone fruit

Research method used by a writer in this research is a method that is spatially suvey analysis descriptive verifikatif which aims to know the customers are already loyal outlet rabbani against stone fruit of bandung variable that would be a question as kuisoner to entrepreneurs is the mood of the stores product quality and customer loyalty.The data disseminated from sample outlet rabbani customers stone fruit bandung is 100 customers 1000 population in the outlet stone fruit rabbani bandung be a source of primary data.

Based on the analysis the atmosphere shops and the quality of the product in the outlet of a stone fruit rabbani bandung , it can be concluded that the two side variables positive the particular in loyalty customers both in simultaneous and partial .But there is of that must be considered by the outlet rabbani for some indicators to variable analysis namely general the interior of , store layouts , the characteristics of the features an additional (feture) , dependability endurance , usefulness , aesthetic , refuse other products and merekomendasi to others

It said the key to the store, the quality of that product customer loyalty, rabbani outlet of the rock.