

can help in their efforts to serve, satisfy, retain and attract more loyal customers. Customer satisfaction has a positive and significant influence in mediating the relationship between store atmosphere and customer loyalty in line with previous research (Dhurup *et al.*, 2013; Alf in and Nurdin, 2017; Listiono a nd Sugiarto, 2015) who stated that the store atmosphere variable has a positive effect on customer loyalty mediated by customer satisfaction. Those clients who are comfortable with the store's atmosphere will be satisfied. This contentment will result in increased loyalty.

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