## *ABSTRACT*

*This This study aims to determine the influence of store atmosphere on store loyalty, and the influence of store atmosphere on store loyalty mediated by perceived quality. The object of this research is customer of Mirota Batik shop. The sample used in this research is 100 respondents. The design of this study using quantitative methods. The sampling technique uses nonprobability sampling. Data analysis using path analysis. The model in this research is tested by using data analysis technique of Structura Equation Model (SEM) with Partial Least Square (PLS) and using SmartPLS 3.0 software. The results prove store atmosphere has a positive effect on store loyalty. Store atmosphere positively affects store loyalty mediated by perceived quality. For the store Mirota Batik is expected to increase the attractiveness of the store space visually, and pay attention to product quality in the store.*

*Keywords: Store Atmosphere, Perceived Quality and Store Loyalty*