

## ABSTRACT

*This research aims to determine how much influence the hedonic shopping motivation and store attributes on consumer loyalty in Centro Mall Ambarukmo Plaza. The sampling method used in this research was purposive sampling. In this research, the respondents were 150 consumers of Centro Mall Ambarukmo Plaza. This research used was Structural Equation Modeling (SEM) which runs through AMOS 21 as an analysis tool.*

*The result of this research proved that the motivation of shopping hedonic has a positive significant on customer loyalty, store attributes has a positive significant on customer loyalty, store attributes has a positive significant on the motivation of shopping hedonic. Then, shopping hedonic motivation cannot be the mediation between attribute store and customer loyalty.*

*Keywords: hedonic shopping motivation, store attributes, consumer loyalty,*