

ABSTRAK

**KEPUASAN PELANGGAN DITINJAU DARI SUASANA TOKO (*STORE
ATMOSPHERE*), HARGA (*PRICE*), DAN PELAYANAN (*SERVICE*)**

Studi pada Coklat, Cake and Cafeshop Yogyakarta

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Penelitian ini bertujuan untuk mengetahui tingkat kepuasan yang dilihat dari harapan dan penilaian terhadap suasana toko (*store atmosphere*), harga (*price*), dan pelayanan (*service*). Populasi dalam penelitian ini adalah para pelanggan Coklat, Cake and Cafeshop yang melakukan kunjungan serta pembelian sebanyak minimal dua (2) kali dalam kurun waktu satu (1) tahun terakhir, dengan sampel sebanyak 100 responden. Pengambilan sampel menggunakan teknik *purposive sampling*. Teknik pengumpulan data dengan observasi, wawancara, dan kuesioner. Analisis data menggunakan teknik analisis persentase dan indeks kepuasan konsumen. Hasil penelitian ini menunjukkan bahwa pelanggan memiliki harapan yang lebih tinggi dibanding dengan kenyataan yang dirasakan, oleh karena itu pelanggan tidak puas terhadap suasana toko (*store atmosphere*), harga (*price*), dan pelayanan (*service*) Coklat, Cake and Cafeshop.

ABSTRACT

**COSTUMER SATISFACTION REVIEW OF
STORE ATMOSPHERE, PRICE, AND SERVICE**

A Study At Coklat, Cake and Cafeshop Yogyakarta

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This research attempts to learn the satisfaction level which viewed from expectation and perceived performance against store atmosphere, price, and service. Population used in this research is customers of Coklat, Cake and Cafeshop that visited and minimum purchase as many as two the time within a 1 last yea. This research took 100 respondent for the sample. The method for the sampling is purposive sampling. The data was collected using observation, interview, and collected questionnaire. Analysis of data used technique percentage analysis and the customer satisfaction. The result of research showd that a customers had a higher expectation than perceived performance. Therefore, customers were not satisfied with store atmosphere, price, and service of Coklat, Cake and Cafeshop.