

ABSTRAK

PENGARUH STORE ATMOSPHERE, VARIAN PRODUK, DAN KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN LEGEND COFFEE YOGYAKARTA

Martinus Septian Ardianto
Universitas Sanata Dharma
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Penelitian ini bertujuan untuk menguji dan menganalisis: (1) pengaruh *store atmosphere* terhadap kepuasan konsumen Legend Coffee Yogyakarta, (2) pengaruh varian produk terhadap kepuasan konsumen Legend Coffee Yogyakarta, dan (3) pengaruh kualitas pelayanan terhadap kepuasan konsumen di Legend Coffee Yogyakarta.

Penelitian ini merupakan penelitian eksplanatori yang dilaksanakan di Legend Coffee pada bulan April 2019. Populasi dalam penelitian ini adalah konsumen di Legend Coffee Jalan Abu Bakar Ali 24-26 Kotabaru, Yogyakarta. Sampel sebanyak 60 responden dan diambil dengan menggunakan teknik *accidental sampling*. Data dikumpulkan dengan menggunakan kuesioner. Analisis data menggunakan regresi linier berganda.

Hasil penelitian menunjukkan bahwa: (1) *store atmosphere* tidak berpengaruh terhadap kepuasan konsumen; (2) varian produk berpengaruh terhadap kepuasan konsumen; (3) kualitas pelayanan berpengaruh terhadap kepuasan konsumen; dan (4) hanya varian produk dan kualitas pelayanan yang dapat menjadi prediktor kepuasan konsumen.

Kata kunci: *store atmosphere*, varian produk, kualitas pelayanan, dan kepuasan konsumen.

ABSTRACT

THE EFFECT OF ATMOSPHERE STORE, PRODUCT VARIETY, AND SERVICE QUALITY ON CUSTOMER SATISFACTION OF LEGEND COFFEE YOGYAKARTA

Martinus Septian Ardianto
Sanata Dharma University
2019

This research aims to examine and analyze: (1) the effect of store atmosphere on customer satisfaction of Legend Coffee Yogyakarta, (2) the effect of product variants on customer satisfaction of Legend Coffee Yogyakarta, and (3) the effect of service quality on customer satisfaction of Legend Coffee Yogyakarta.

This research is an explanatory research conducted in Legend Coffee in April 2019. The research population was consumers at Legend Coffee, Jalan Abu Bakar Ali 24-26 Kotabaru, Yogyakarta. The research samples covered 60 respondents and were taken using accidental sampling technique. The data collection method is a questionnaire. The research data analysis technique is a multiple linear regression.

The results of data analysis showed that: (1) store atmosphere did not affected customer satisfaction, (2) product variants affected customer satisfaction, (3) service quality affect customer satisfaction; and (4) product variant and service quality could be as predictors of costumer satisfaction of Legend Coffee Jalan Abu Bakar Ali 24-26 Kotabaru, Yogyakarta.

Keywords: *store atmosphere, product variants, service quality, and customer satisfaction.*