

**PENGARUH *STORE ATMOSPHERE*, LOKASI DAN KUALITAS  
PELAYANAN TERHADAP KEPUASAN KONSUMEN  
CHINGU KOREAN FAN CAFE YOGYAKARTA**

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Penelitian ini bertujuan untuk mengetahui apakah: 1) *Store atmosphere*, lokasi dan kualitas pelayanan secara simultan berpengaruh pada kepuasan konsumen Chingu Korean Fan Cafe Yogyakarta, 2) *Store atmosphere* berpengaruh terhadap kepuasan konsumen Chingu Korean Fan Cafe Yogyakarta, 3) Lokasi berpengaruh terhadap kepuasan konsumen Chingu Korean Fan Cafe Yogyakarta, 4) Kualitas pelayanan berpengaruh terhadap kepuasan konsumen Chingu Korean Fan Cafe Yogyakarta. Teknik pengambilan sampel menggunakan *purposive sampling*, data diperoleh dengan membagikan kuisioner kepada 100 responden. Teknik analisis data dalam penelitian ini adalah Regresi Linier Berganda menggunakan aplikasi SPSS 26. Hasil penelitian menunjukkan bahwa: 1) *Store atmosphere*, lokasi dan kualitas pelayanan secara simultan berpengaruh terhadap kepuasan konsumen Chingu Korean Fan Cafe Yogyakarta, 2) *Store atmosphere* berpengaruh terhadap kepuasan konsumen Chingu Korean Fan Cafe Yogyakarta, 3) Lokasi berpengaruh terhadap kepuasan konsumen Chingu Korean Cafe Yogyakarta, 4) Kualitas Pelayanan berpengaruh terhadap kepuasan konsumen Chingu Korean Fan Cafe Yogyakarta.

Kata kunci: *Store atmosphere*, lokasi, kualitas pelayanan, kepuasan konsumen Chingu Korean Fan Cafe Yogyakarta.

**THE INFLUENCE OF STORE ATMOSPHERE, LOCATION AND  
SERVICE QUALITY ON CHINGU KOREAN FAN CAFE  
YOGYAKARTA CUSTOMER SATISFACTION**

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This study aims to determine whether: 1) store atmosphere, location, service quality simultaneously influence the Chingu Korean Fan Cafe Yogyakarta customer satisfaction, 2) store atmosphere influences the Chingu Korean Fan Cafe Yogyakarta customer satisfaction, 3) location influences the Chingu Korean Fan Cafe Yogyakarta customer satisfaction, 4) service quality influences the Chingu Korean Fan Cafe Yogyakarta customer satisfaction. The sampling technique used is purposive sampling technique. Data were obtained by distributing a questionnaire to 100 respondents. The data analysis technique used in this research is multiple linear regression using SPSS 26. The result showed that: 1) store atmosphere, location, service quality simultaneously influence the Chingu Korean Fan Cafe Yogyakarta customer satisfaction, 2) store atmosphere influences the Chingu Korean Fan Cafe Yogyakarta customer satisfaction, 3) location influences the Chingu Korean Fan Cafe Yogyakarta customer satisfaction, 4) service quality influences the Chingu Korean Fan Cafe Yogyakarta customer satisfaction.

Keywords: Store atmosphere, location, service quality, Chingu Korean Fan Café Yogyakarta