

**ABSTRACT****PENGARUH *SERVICE QUALITY*, *PRICE* DAN *STORE ATMOSPHERE*  
TERHADAP *CUSTOMER SATISFACTION*  
(Studi Kasus pada Bento Kopi Nologaten)**

Mario Rikonstan Ate  
Universitas Sanata Dharma  
Yogyakarta  
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Penelitian ini bertujuan untuk mengetahui: 1) *Service Quality*, *Price*, *Store Atmosphere* dan *Customer Satisfaction* Bento Kopi Nologaten Yogyakarta, 2) Pengaruh *Service Quality*, *Price* dan *Store Atmosphere* secara simultan terhadap *Customer Satisfaction* Bento Kopi Nologaten Yogyakarta, 3) Pengaruh *Service Quality*, *Price* dan *Store Atmosphere* secara parsial terhadap *Customer Satisfaction* Bento Kopi Nologaten Yogyakarta. Teknik pengambilan sampel menggunakan *purposive sampling*, data diperoleh dengan membagikan kuesioner kepada 100 responden. Teknik analisis data dalam penelitian ini adalah Regresi Linier Berganda menggunakan aplikasi SPSS 25. Hasil penelitian menunjukkan bahwa: 1) *Service Quality* tergolong sangat baik, *Price* tergolong sangat terjangkau, *Store atmosphere* tergolong sangat menarik dan *Customer Satisfaction* tergolong sangat tinggi, 2) *Service Quality*, *Price*, *Store Atmosphere* secara simultan berpengaruh terhadap *Customer Satisfaction* Bento Kopi Nologaten Yogyakarta, 3) *Service Quality*, *Price*, *Store Atmosphere* secara parsial berpengaruh terhadap *Customer Satisfaction* Bento Kopi Nologaten Yogyakarta.

**Kata kunci:** *Service quality*, *price*, *store atmosphere*, *customer satisfaction* Bento Kopi Nologaten Yogyakarta

**ABSTRACT**

**THE INFLUENCE OF SERVICE QUALITY, PRICE AND STORE  
ATMOSPHERE TOWARDS CUSTOMER SATISFACTION  
(Study Case at Bento Kopi Nologaten Yogyakarta)**

Mario Rikonstan Ate  
Universitas Sanata Dharma  
Yogyakarta  
2021

This research was aimed to identify: 1) Service Quality, Price, Store Atmosphere and Customer Satisfaction at Bento Kopi Nologaten Yogyakarta, 2) The effects of Service Quality, Price and Store Atmosphere simultaneously for Customers Satisfaction at Bento Kopi Nologaten Yogyakarta, 3) The effects of Service Quality, Price and Store Atmosphere partially towards Customers Satisfaction at Bento Kopi Nologaten Yogyakarta. The method of taking samples is purposive sampling, where the data obtained by distributing questionnaires to 100 respondents. The data analysis technique in this study is Multiple Linear Regression using the SPSS 25 application. Accordingly, the result showed that: 1) The Service Quality was very well, The Price was very affordable, The Store atmosphere was very interested, and The Customer Satisfaction was very high, 2) Service Quality, Price, Store Atmosphere simultaneously can affects Customer Satisfaction at Bento Kopi Nologaten Yogyakarta, 3) Service Quality, Price, Store Atmosphere partially affect Customer Satisfaction at Bento Kopi Nologaten Yogyakarta.

**Keywords: Service quality, price, store atmosphere, customer satisfaction  
Bento Kopi Nologaten Yogyakarta**