

ABSTRAK

PENGARUH *STORE ATMOSPHERE*, KUALITAS PRODUK, DAN HARGA TERHADAP KEPUASAN KONSUMEN Studi pada Konsumen Kafe Basabasi Nologaten

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh secara simultan *store atmosphere*, kualitas produk, dan harga terhadap kepuasan konsumen. 2) pengaruh secara parsial *store atmosphere* terhadap kepuasan konsumen. 3) pengaruh secara parsial kualitas produk terhadap kepuasan konsumen. 4) pengaruh secara parsial harga terhadap kepuasan konsumen. Sampel dalam penelitian ini adalah konsumen Kafe Basabasi Nologaten yang telah melakukan kunjungan minimal dua kali. Teknik pengambilan sampel menggunakan *purposive sampling*. Jumlah sampel sebanyak 100 responden. Uji instrumen menggunakan uji validitas dan uji reliabilitas. Teknik analisis data yang digunakan adalah regresi linear berganda. Hasil penelitian menunjukkan bahwa : 1) *store atmosphere*, kualitas produk, dan harga secara simultan berpengaruh terhadap kepuasan konsumen;. 2) *store atmosphere* secara parsial berpengaruh positif terhadap kepuasan konsumen; 3) kualitas produk secara parsial berpengaruh positif terhadap kepuasan konsumen; 4) harga secara parsial berpengaruh positif terhadap kepuasan konsumen.

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

ABSTRACT

**THE INFLUENCE *STORE ATMOSPHERE*, PRODUCT QUALITY,
AND PRICE ON CUSTOMER SATISFACTION
Study on Basabasi Nologaten Cafe Consumers**

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This study aims to see whether: 1) simultaneously influence store atmosphere, product quality, and price on customer satisfaction. 2) partial effect of store atmosphere on customer satisfaction. 3) partial influence of product quality on customer satisfaction. 4) partial effect of price on customer satisfaction. The sample in this study were consumer of the Nologaten Basabasi Cafe who had visited at least twice. The sampling techniques used purposive sampling. The number of samples is 100 respondents. Test the instrument using validity test and reliability test. The data analysis technique used is multiple linear regression. The results showed that: 1) store atmosphere, product quality, and price simultaneously affect consumer satisfaction; 2) store atmosphere partially positive effect on customer satisfaction; 3) product quality partially has a positive effect on consumer satisfaction; 4) price partially has a positive effect on consumer satisfaction.

Keywords: store atmosphere, product quality, price, and customer satisfaction

