ABSTRAK

PENGARUH KUALITAS PELAYANAN, SUASANA TOKO, DAN FASILITAS TERHADAP KEPUASAN KONSUMEN DI TOKO BATIK KLATEN ROEMAH BAJOE

Andreas Nugroho Jati
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, suasana toko, dan fasilitas terhadap kepuasan konsumen Toko Batik Klaten Roemah Bajoe. Populasi dalam penelitian ini adalah konsumen di Toko Batik Klaten Roemah Bajoe. Penelitian ini menggunakan sampel sebanyak 100 responden. Teknik pengambilan sampel menggunakan *non probability sampling* dengan metode *purposive sampling*. Uji instrumen menggunakan uji validitas dan uji reliabilitas, teknik analisis data dalam penelitian ini menggunakan uji asumsi klasik, regresi linier berganda, uji f, uji t, dan koefisien determinasi. Data diperoleh dengan membagikan kuesioner secara langsung kepada 75 responden dan secara online kepada 25 responden. Hasil penelitian menunjukkan bahwa variabel kualitas pelayanan, suasana toko, dan fasilitas secara simultan berpengaruh signifikan terhadap kepuasan konsumen. Kualitas pelayanan dan suasana toko secara parsial berpengaruh signifikan terhadap kepuasan konsumen, sedangkan fasilitas tidak berpengaruh secara signifikan terhadap kepuasan konsumen di Toko Batik Klaten Roemah Bajoe.

Kata Kunci: kualitas pelayanan, suasana toko, fasilitas, kepuasan konsumen.

ABSTRACT

THE EFFECT OF SERVICE QUALITY, STORE ATMOSPHERE, AND FACILITIES ON CUSTOMER SATISFACTION AT KLATEN BATIK STORE ROEMAH BAJOE

Andreas Nugroho Jati
Sanata Dharma University
Yogyakarta
2022

This research aims to determine the effect of service quality, store atmosphere, and facilities on customer satisfaction at Klaten Batik Store Roemah Bajoe. The population in this research were consumers at the Klaten Batik Store Roemah Bajoe, while the sample was 100 respondents. The data collection technique was non-probability sampling with a purposive sampling method. The test instrument uses validity and reliability test, while the data analysis are classic assumption test, multiple linear regression, F test, T test, coefficient of determination (R^2). The data collected by distributing questionnaires directly to 75 respondents and online to 25 respondents and processed by using IBM SPSS statistics 26 application. The results of this research showed that service quality, store atmosphere, and facilities simultaneously have a significant effect on customer satisfaction. Service quality and store atmosphere partially have a significant effect on consumer satisfaction, while facilities have no significant effect on customer satisfaction at Klaten Batik Store Roemah Bajoe.

Keywords: service quality, store atmosphere, facilities, customer satisfa