

## ABSTRAK

### **PENGARUH *STORE ATMOSPHERE*, KUALITAS PELAYANAN, DAN KUALITAS PRODUK TERHADAP KEPUASAN KONSUMEN**

Studi pada Rumah Tera Coffee Yogyakarta

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh *store atmosphere*, kualitas pelayanan, dan kualitas produk secara simultan terhadap kepuasan konsumen, 2) pengaruh *store atmosphere* secara parsial terhadap kepuasan konsumen, 3) pengaruh kualitas pelayanan secara parsial terhadap kepuasan konsumen, 4) pengaruh kualitas produk secara parsial terhadap kepuasan konsumen. Teknik pengambilan sampel menggunakan metode *purposive sampling* dengan kriteria konsumen yang sudah pernah berkunjung dan melakukan transaksi pembelian minimal 2 (dua) kali di Rumah Tera Coffee selama periode 6 (enam) bulan terakhir. Data diperoleh dengan menyebarkan kuesioner kepada 100 responden. Teknik analisis data menggunakan uji asumsi klasik, regresi linier berganda, uji hipotesis, dan koefisien determinasi. Olah data menggunakan *IBM SPSS Statistics 23*. Hasil penelitian menunjukkan: 1) *store atmosphere*, kualitas pelayanan, kualitas produk secara simultan berpengaruh terhadap kepuasan konsumen, 2) *store atmosphere* secara parsial berpengaruh terhadap kepuasan konsumen, 3) kualitas pelayanan secara parsial berpengaruh terhadap kepuasan konsumen, 4) kualitas produk secara parsial berpengaruh terhadap kepuasan konsumen.

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

## ABSTRACT

### **THE INFLUENCE OF STORE ATMOSPHERE, SERVICE QUALITY, AND PRODUCT QUALITY ON CUSTOMER SATISFACTION**

Study on Rumah Tera Coffee Yogyakarta

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*This research aims to find out: 1) the simultaneous influence of store atmosphere, service quality, and product quality on consumer satisfaction, 2) the partial influence of store atmosphere on customer satisfaction, 3) the partial influence of service quality on customer satisfaction, 4) the partial influence of product quality on customer satisfaction. Sampling technique using purposive sampling method with criteria for consumers who have visited and made a purchase transaction at least 2 (two) times at Rumah Tera Coffee during the last 6 (six) months. Data was obtained by distributing questionnaires to 100 respondents. Data analysis techniques using classical assumption test, multiple linear regression, hypothesis test, and coefficient of determination. Data processing using IBM SPSS Statistics 23. The research results show: 1) store atmosphere, service quality, product quality simultaneously influences consumer satisfaction, 2) store atmosphere partially influences consumer satisfaction, 3) service quality partially influences consumer satisfaction, 4) product quality partially influences consumer satisfaction.*

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

