

Nama : Jihan Jesica Retang

Nim : 182214127

## ABSTRACT

### KEPUASAN PELANGGAN KAFE SIRKEY : PERAN PROMOSI, KUALITAS LAYANAN DAN SUASANA KAFE

Jihan Jesica Retang

Universitas Sanata Dharma

Yogyakarta

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Penelitian ini bertujuan untuk mengetahui : 1) pengaruh promosi terhadap kepuasan pelanggan Kafe Sirkey, 2) pengaruh kualitas layanan terhadap kepuasan pelanggan Kafe Sirkey, 3) pengaruh suasana kafe terhadap kepuasan pelanggan Kafe Sirkey. Teknik pengambilan sampel menggunakan purposive sampling. Populasi dalam penelitian ini adalah mahasiswa/i, wiraswasta, wirausaha, PNS, TNI/Polri, Ibu/Bapak rumah tangga di sumba barat daya yang pernah berkunjung ke Kafe Sirkey minimal 2 kali. Data diperoleh dengan penyebaran kuesioner melalui google form kepada 100 responden. Teknik analisa data yang digunakan dalam penelitian ini adalah analisis deskriptif dan analisis regresi linear berganda dengan menggunakan Software SPSS Statistics 25.0. Hasil penelitian menunjukkan bahwa 1) Promosi berpengaruh terhadap kepuasan pelanggan Kafe Sirkey, 2) kualitas layanan berpengaruh terhadap kepuasan Pelanggan Kafe Sirkey, 3) suasana kafe berpengaruh terhadap kepuasan pelanggan Kafe Sirkey. Kata kunci : Kepuasan

ABSTRACT

SIRKEY CAFE CUSTOMER SATISFACTION: PROMOTIONAL  
ORDERS, QUALITY OF SERVICE AND CAFE ATMOSPHERE

Jihan Jesica Retang

Universitas Sanata Dharma

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This study aims to find out: 1) the effect of promotions on Sirkey Cafe customer satisfaction, 2) the influence of service quality on Sirkey Cafe customer satisfaction, 3) the influence of cafe atmosphere on Sirkey Cafe customer satisfaction. The sampling technique uses purposive sampling. The population in this study were students, entrepreneurs, entrepreneurs, civil servants, TNI/Polri, housewives in southwest Sumba who had visited Sirkey Cafe at least twice. Data was obtained by distributing questionnaires via Google Form to 100 respondents.

The data analysis technique used in this research is descriptive analysis and multiple linear regression analysis using SPSS Statistics 25.0 software. The results of this study showed that 1) Promotion influences customer satisfaction at Sirkey Cafe, 2) service quality influences customer satisfaction at Sirkey Cafe, 3) cafe atmosphere influences customer satisfaction at Sirkey Cafe.

Keywords: Customer satisfaction, promotions, service quality and cafe atmosphere.