

PENGARUH *STORE ATMOSPHERE* DAN KEPUASAN KONSUMEN TERHADAP KEPUASAN KONSUMEN DI SLOMO *COFFEE* BANDUNG

ABSTRAK

Penelitian ini bertujuan untuk mengetahui gambaran konsumen mengenai *Store Atmosphere*, Kualitas Pelayanan, dan Kepuasan Konsumen di Slomo *Coffee* Bandung, untuk mengetahui pengaruh variabel *store atmosphere* dan kualitas pelayanan terhadap kepuasan konsumen di Slomo *Coffee* baik secara parsial maupun secara simultan. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan pendekatan kuantitatif, alat yang digunakan untuk pengumpulan data adalah kusioner yang disebarakan kepada 100 responden dengan menggunakan teknik *non probability sampling* dengan *purposive sampling*. Hasil gambaran konsumen mengenai *store atmosphere* dapat diketahui termasuk kedalam kategori baik. Hasil gambaran konsumen mengenai Kualitas Pelayanan dapat diketahui bahwa termasuk kedalam kategori baik dengan nilai rata-rata sebesar 3,65. Hasil gambaran konsumen mengenai kepuasan konsumen dapat diketahui bahwa termasuk kedalam kategori baik dengan nilai rata-rata sebesar 3,45. Hasil analisis *store atmosphere* terhadap kepuasan konsumen sebesar 51,1%. Hasil analisis kualitas pelayanan terhadap kepuasan konsumen sebesar 56,9% Hasil analisis *store atmosphere* dan kualitas pelayanan terhadap kepuasan konsumen sebesar 65,5%. Hasil analisis regresi linear berganda menunjukkan bahwa secara simultan dan parsial *store atmosphere* dan kualitas pelayanan mempunyai pengaruh yang signifikan terhadap kualitas pelayanan, hal ini ditunjukkan dengan hasil uji simultan diperoleh nilai signifikan F sebesar 0,000 yang lebih kecil dari 0,05 ($0,000 < 0,05$) nilai tersebut dibawah 0,05 sehingga menghasilkan keputusan H_a diterima H_0 ditolak, Untuk hasil uji parsial *store atmosphere* signifikan t sebesar 0,000 lebih kecil dari 0,05 ($0,000 < 0,05$). Dan untuk hasil uji parsial kualitas pelayanan 0,000 yang lebih kecil dari 0,05 ($0,000 < 0,05$) sehingga dua variabel menghasilkan keputusan H_a diterima dan H_0 ditolak.

Kata Kunci: kepuasan konsumen, *store atmosphere*, kualitas pelayanan.

*THE EFFECT OF STORE ATMOSPHERE AND CUSTOMER SATISFACTION
ON CONSUMER SATISFACTION IN SLOMO COFFEE BANDUNG*

ABSTRACT

This study aims to determine the consumer's description of Store Atmosphere, Service Quality, and Consumer Satisfaction at Slomo Coffee Bandung, to determine the effect of store atmosphere and service quality variables on consumer satisfaction at Slomo Coffee either partially or simultaneously. The research method used is descriptive and verification method with a quantitative approach, the tool used for data collection is a questionnaire distributed to 100 respondents using non-probability sampling technique with purposive sampling. The results of the consumer's description of the store atmosphere can be seen as belonging to the good category. The results of the consumer's description of Service Quality can be seen that it is included in the good category with an average value of 3.65. The results of the consumer's description of consumer satisfaction can be seen that it is included in the good category with an average value of 3.45. The results of the store atmosphere analysis on customer satisfaction are 51.1%. The results of the analysis of service quality on customer satisfaction are 56.9% The results of the analysis of store atmosphere and service quality to customer satisfaction are 65.5%. The results of multiple linear regression analysis show that simultaneously and partially store atmosphere and service quality have a significant influence on service quality, this is indicated by the simultaneous test results obtained a significant value of F of 0.000 which is smaller than 0.05 ($0.000 < 0.05$) the value is below 0.05 so that the decision H_a is accepted H_o is rejected, for the partial test results store atmosphere is significant t of 0.000 is smaller than 0.05 ($0.000 < 0.05$). And for the partial test results the quality of service is 0.000 which is smaller than 0.05 ($0.000 < 0.05$) so that the two variables result in the decision H_a is accepted and H_o is rejected.

Keywords: customer satisfaction, store atmosphere, service quality.