

## ABSTRAK

### PENGARUH KUALITAS LAYANAN DAN SUASANA TOKO TERHADAP KEPUASAN KONSUMEN SUSUCOK CAFE AND MILKBAR

Penelitian ini bertujuan untuk menguji : (1) besarnya pengaruh Kualitas Layanan dan Suasana Toko secara simultan terhadap Kepuasan Konsumen Susucok *cafe and milkbar*; (2) besarnya pengaruh kualitas layanan terhadap kepuasan konsumen Susucok *cafe and milkbar*; (3) besarnya suasana toko terhadap kepuasan konsumen Susucok *cafe and milkbar*; (4) variabel mana yang lebih dominan mempengaruhi kepuasan konsumen Susucok *cafe and milkbar* . Subyek penelitian ini sebanyak 86 konsumen susucok *cafe and milkbar*. Teknik analisis data menggunakan teknik analisis regresi dengan melakukan uji korelasi dan uji regresi linier berganda.

Hasil penelitian menunjukkan bahwa; (1) secara bersama-sama pengaruh antara kualitas layanan dan suasana toko terhadap kepuasan konsumen Susucok *cafe and milkbar* sebesar 64%; (2) pengaruh kualitas layanan terhadap Kepuasan konsumen Susucok *cafe and milkbar*, dengan nilai t hitung 6,151, nilai (sig. 0,000 < 0,05); (3) pengaruh suasana toko terhadap Kepuasan konsumen Susucok *cafe and milkbar* , nilai t hitung 5,168, nilai (sig. 0,000 < 0,05); (4) variabel kualitas layanan lebih dominan mempengaruhi kepuasan konsumen Susucok *cafe and milkbar*, ditunjukkan dengan nilai  $R^2 = 0,524$ .

**Kata Kunci** : Kepuasan konsumen, Kualitas layanan, suasana toko

## ABSTRACT

### THE EFFECT OF SERVICE QUALITY AND STORE ATMOSPHERE ON THE CUSTOMER SATISFACTION OF SUSUCOK CAFE AND MILKBAR

This study aims to test: (1) the magnitude of the influence of simultaneous service quality and store atmosphere on the Customer Satisfaction of Susucok Cafe and Milkbar; (2) the magnitude of the influence of service quality on customer satisfaction of Susucok Cafe and Milkbar; (3) the magnitude of the store atmosphere on customer satisfaction of Susucok Cafe and Milkbar; (4) which variable is more dominant influencing on customer satisfaction of Susucok Cafe and Milkbar. The subjects of this study were 86 customers of Susucok Cafe and Milkbar. Data analysis techniques used regression analysis techniques by conducting correlation tests and multiple linear regression tests.

The results showed that; (1) in the same time, the influence between service quality and store atmosphere on customer satisfaction of Susucok Cafe and Milkbar was 64%; (2) the influence of service quality on customer satisfaction of Susucok Cafe and Milkbar, with a t count value of 6.151, value (sig. 0.000 < 0.05); (3) the influence of the store atmosphere on customer satisfaction of Susucok Cafe and Milkbar, t count value of 5.168, value (sig. 0.000 < 0.05); (4) service quality variable is more dominant influencing the customer satisfaction of Susucok Cafe and Milkbar, indicated by the value of  $R^2 = 0.524$ .

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