

ABSTRAK

Penelitian ini bertujuan untuk menjelaskan pengaruh kualitas pelayanan dan suasana toko terhadap kepuasan konsumen pada Dali Coffee Factory Karawang baik secara parsial maupun simultan. Skripsi ini diharapkan dapat memberikan sumbangan bagi pengembangan ilmu khususnya ilmu manajemen pemasaran. Penelitian ini dilakukan dengan metode deskriptif dan verifikatif. Jumlah sampel adalah sebanyak 99 responden menggunakan teknik *accidental sampling*. Teknik analisis data yang digunakan yaitu teknik analisis regresi linear berganda. Dari hasil analisis data penelitian, diperoleh kesimpulan sebagai berikut: Kualitas pelayanan di Dali Coffee Factory sudah baik. Suasana toko di Dali Coffee Factory sudah baik. Kepuasan konsumen di Dali Coffee Factory sudah baik. Terdapat pengaruh parsial kualitas pelayanan terhadap kepuasan konsumen. Terdapat pengaruh parsial suasana toko terhadap kepuasan konsumen. Terdapat pengaruh secara simultan kualitas pelayanan dan suasana toko terhadap kepuasan konsumen.

Kata kunci: kualitas pelayanan, suasana toko, kepuasan konsumen.



ABSTRACT

This study aims to explain the effect of service quality and store atmosphere on customer satisfaction at Dali Coffee Factory Karawang either partially or simultaneously. This thesis is expected to contribute to the development of science, especially marketing management science. This research was conducted using descriptive and verification methods. The number of samples is 99 respondents using accidental sampling technique. The data analysis technique used is multiple linear regression analysis techniques. From the results of research data analysis, the following conclusions were obtained: The quality of service at Dali Coffee Factory is good. The shop atmosphere at Dali Coffee Factory is good. Consumer satisfaction at Dali Coffee Factory is good. There is a partial influence of service quality on customer satisfaction. There is a partial influence of the store atmosphere on customer satisfaction. There is a simultaneous influence of service quality and store atmosphere on customer satisfaction.

Keywords: service quality, store atmosphere, customer satisfaction.

