

ABSTRAK

Budi Wira Utama, NIM. 718510017. Pengaruh *Responsiveness* dan *Store Atmosphere* Terhadap Kepuasan Pelanggan Warunk Upnormal di Kota Medan. Skripsi Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Medan, Tahun 2022.

Penelitian ini bertujuan untuk mengetahui dan menjelaskan Pengaruh *Responsiveness* dan *Store Atmosphere* Terhadap Kepuasan Pelanggan Warunk Upnormal di Kota Medan. Populasi dalam penelitian ini adalah pengunjung Warunk Upnormal dengan jumlah sampel sebanyak 150 orang. Teknik pengumpulan data yang digunakan adalah observasi dan angket/kuesioner. Teknik analisis data yang digunakan adalah model regresi linear berganda dan pengujian hipotesis uji t, uji f dan koefisien determinasi yang sebelumnya data telah diuji menggunakan uji validitas, uji reliabilitas dan asumsi klasik, pengolahan data menggunakan SPSS 26.0 for windows.

Berdasarkan hasil penelitian uji hipotesis menunjukkan bahwa : 1) *Responsiveness* berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan 2) *Store Atmosphere* berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan. Hasil analisis *Adjusted R Square* menyatakan bahwa *Responsiveness* dan *Store Atmosphere* bersama-sama mempengaruhi Kepuasan Pelanggan. Dari hasil analisis ini dapat disimpulkan bahwa Kepuasan Pelanggan pada Warunk Upnormal di Kota Medan dipengaruhi oleh *Responsiveness* dan *Store Atmosphere*.

Kata kunci : *responsiveness*, *store atmsophere*, kepuasan pelanggan.

ABSTRACT

Budi Wira Utama, NIM. 718510017. The Effect of Responsiveness and Store Atmosphere on Customer Satisfaction of Warunk Upnormal in Medan City. Thesis of Management Department, Faculty of Economics, Medan State University, 2022.

This study aims to determine and explain the Effect of Responsiveness and Store Atmosphere on Warunk Upnormal Customer Satisfaction in Medan City. The population in this study were visitors to Warunk Upnormal with a total sample of 150 people. Data collection techniques used are observation and questionnaires. The data analysis technique used is multiple linear regression model and hypothesis testing t test, f test and coefficient of determination which previously the data has been tested using validity test, reliability test and classical assumption, data processing using SPSS 26.0 for windows.

Based on the results of the research hypothesis testing shows that: 1) Responsiveness has a positive and significant effect on Customer Satisfaction 2) Store Atmosphere has a positive and significant effect on Customer Satisfaction. The results of the Adjusted R Square analysis state that Responsiveness and Store Atmosphere together affect Customer Satisfaction. From the results of this analysis, it can be concluded that Customer Satisfaction at Warunk Upnormal in Medan City is influenced by Responsiveness and Store Atmosphere.

Keywords: responsiveness, store atmosphere, customer satisfaction.