

ABSTRAK

Joshua Steven P Hutabarat, NIM. 7183210002. Pengaruh *Store Atmosphere* dan Harga Terhadap Kepuasan Pelanggan Cafe Gampoeng Geutanyo di Kota Medan. Skripsi Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Medan, Tahun 2022.

Penelitian ini bertujuan untuk mengetahui dan menjelaskan Pengaruh *Store Atmosphere* dan Harga Terhadap Kepuasan Pelanggan Cafe Gampoeng Geutanyo di Kota Medan. Populasi dalam penelitian ini adalah pengunjung Gampoeng Geutanyo dengan jumlah sampel sebanyak 100 orang. Teknik pengumpulan data yang digunakan adalah observasi dan 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) *Store Atmosphere* berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan 2) Harga berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan. Hasil Uji R^2 menunjukkan angka R sebesar 0,697 menunjukkan korelasi antara variabel independen (X_1 dan X_2) dengan variabel dependen (Y). Koefisien determinan (R square) sebesar 0,756. Nilai 0,756 menunjukkan bahwa variabel Kepuasan Pelanggan (Y) dipengaruhi oleh variabel *Store Atmosphere* (X_1) dan Harga (X_2) sebesar 75,6% dan sisanya 24,4% dipengaruhi oleh faktor-faktor lain diluar penelitian.

Kata kunci : store atmsophere, harga , kepuasan pelanggan

ABSTRACT

Joshua Steven P Hutabarat, NIM. 7183210002. The Effect of Store Atmosphere and Price on Customer Satisfaction of Gampoeng Geutanyo Cafe in Medan City. Thesis of Management Department, Faculty of Economics, Medan State University, 2022.

This study aims to determine and explain the influence of store atmosphere and prices on customer satisfaction at Cafe Gampoeng Geutanyo in Medan City. The population in this study were visitors to Gampoeng Geutanyo with a total sample of 100 people. Data collection techniques used are observation and questionnaires. The data analysis technique used is the multiple linear regression model and hypothesis testing t test, f test and the coefficient of determination previously the data has been tested using the validity test, reliability test and classical assumptions, data processing using SPSS 26.0 for windows.

Based on the results of the research hypothesis testing shows that: 1) Store atmosphere has a positive and significant effect on customer satisfaction 2) Prices have a positive and significant effect on customer satisfaction. The results of the R² test show an R number of 0.697 indicating a correlation between the independent variables (X1 and X2) and the dependent variable (Y). The coefficient of determination (R square) is 0.756. The value of 0.756 indicates that the variable Customer Satisfaction (Y) is influenced by the Store Atmosphere (X1) and Price (X2) variables of 75.6% and the remaining 24.4% is influenced by other factors outside the research.

Keywords: store atmosphere, price, customer satisfaction.