

ABSTRAK

Icha Maulidha, Nim 7193510044, “Pengaruh *Store Atmosphere* dan *Responsiveness* Terhadap Kepuasan Konsumen *Sururu Coffee and Chill Medan*”. Skripsi Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Medan 2023”

Penelitian ini dilakukan untuk mengetahui apakah ada pengaruh *Store Atmosphere* dan *Responsiveness* terhadap kepuasan konsumen *Sururu Coffee and Chill*. Penelitian ini menggunakan kuantitatif, populasi dalam penelitian ini berjumlah 90 Konsumen di *Sururu Coffee and Chill Medan*.

Teknik pengambilan sampel yang digunakan adalah Purposive Sampling dan diperoleh sampel sebanyak 90 konsumen yang telah memenuhi kriteria yang telah di tentukan. Teknik pengumpulan data dalam penelitian dilakukan dengan Uji F, Uji t dan Koefisien determinasi yang sebelumnya data telah di uji menggunakan uji validitas, uji realibilitas dan uji asumsi klasik. Pengolahan data menggunakan program SPSS 26.

Hasil penelitian menunjukkan bahwa *Store Atmosphere* dan *Responsiveness* berpengaruh signifikan terhadap Kepuasan Konsumen. Secara simultan *Store Atmosphere* dan *Responsiveness* berpengaruh signifikan terhadap Kepuasan Konsumen. Koefisien Determinasi yang disesuaikan (adjusted R²) sebesar 0,639 yang berarti variabel *Store Atmosphere* dan *Responsiveness* mampu memberikan kontribusi terhadap pengaruh Kepuasan Konsumen sebesar 63,9% sementara sisanya sebesar 36,1% ditentukan oleh variabel-variabel lain diluar model penelitian ini. Hal ini menunjukkan bahwa masih terdapat variabel-variabel lain yang dapat menjelaskan Kepuasan Konsumen.

Kata Kunci: *Store Atmosphere*, *Responsiveness*, Kepuasan Konsumen.

ABSTRACT

Icha Maulidha, Nim 7193510044, The Effect of Store Atmosphere and Responsiveness on Consumer Satisfaction Sururu Coffee and Chill Medan ". Thesis Department of Management, Faculty of Economics, State University of Medan 2023" This study was conducted

This study was conducted to determine whether there is an effect of Store Atmosphere and Responsiveness on customer satisfaction at Sururu Coffee and Chill. This study uses quantitative methods, the population in this study amounted to 90 consumers at Sururu Coffee and Chill Medan.

The sampling technique used is Purposive Sampling and obtained a sample of 90 consumers who have met the predetermined criteria. The data collection technique in the study was carried out with the F test, T test and coefficient of determination, before which the data had been tested using validity test, reliability test and classical assumption test. Data processing using the SPSS 26 program.

The results showed that Store Atmosphere and Responsiveness had a significant effect on Customer Satisfaction. Simultaneously Store Atmosphere and Responsiveness have a significant effect on Customer Satisfaction. The adjusted coefficient of determination (adjusted R²) is 0.639, which means that the Store Atmosphere and Responsiveness variables are able to contribute to the influence of customer satisfaction by 63,9% while the remaining 36,1% is determined by other variables outside this research model. This shows that there are still other variables that can explain customer satisfaction.

Keywords: Store Atmosphere, Responsiveness, Customer Satisfaction

