

ABSTRAK

Jihan Siti Nabila Sihombing, Nim 7193510017, “Pengaruh Cita Rasa, Harga, *Store Atmosphere* Terhadap Kepuasan Konsumen Makecents Coffee And Space Kota Medan.” Skripsi Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Medan 2023.

Penelitian ini dilakukan untuk mengetahui apakah ada pengaruh Cita Rasa, Harga, dan *Store Atmosphere* terhadap Kepuasan Konsumen Makecents Coffee And Space Kota Medan. Penelitian ini menggunakan kuantitatif, populasi dalam penelitian ini berjumlah 100 Konsumen di Makecents Coffee And Space Kota Medan.

Teknik pengambilan sampel yang digunakan adalah Purposive Sampling dan diperoleh sampel sebanyak 100 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 Cita Rasa, Harga, dan *Store Atmosphere* berpengaruh signifikan terhadap Kepuasan Konsumen. Secara simultan Cita Rasa, Harga, dan *Store Atmosphere* berpengaruh signifikan terhadap Kepuasan Konsumen. Koefisien Determinasi yang disesuaikan (adjusted R²) yang berarti variabel Cita Rasa, Harga, dan *Store Atmosphere* mampu memberikan kontribusi terhadap pengaruh Kepuasan Konsumen sementara sisanya 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: Cita Rasa, Harga, *Store Atmosphere*, Kepuasan Konsumen



ABSTRACT

Jihan Siti Nabila Sihombing, Nim 7193510017, "The Influence of Taste, Price, Store Atmosphere on Consumer Satisfaction Makecents Coffee And Space Medan City." Thesis Management Department, Faculty of Economics, Medan State University in 2023.

This research was conducted to find out whether there is an influence of Taste, Price, and Store Atmosphere on Makecents Coffee And Space Consumer Satisfaction in Medan City. This research uses quantitative, the population in this study is 100 consumers at Makecents Coffee And Space Medan City.

The sampling technique used was purposive sampling and obtained a sample of 100 consumers who met predetermined criteria. The data collection technique in this study was carried out by the F test, t test and the coefficient of determination, previously the data had been tested using the validity test, reliability test and classical assumption test. Data processing using the SPSS 26 program.

The results of the study show that Taste, Price, and Store Atmosphere have a significant effect on Consumer Satisfaction. Simultaneously Taste, Price, and Store Atmosphere have a significant effect on Consumer Satisfaction. The adjusted coefficient of determination (adjusted R²) , which means that the variables Taste, Price and Store Atmosphere are able to contribute to the influence of Consumer Satisfaction while the remaining determined by other variables outside the research model This . This shows that there are still other variables that can explain consumer satisfaction.

Keywords: *Taste, Price, Store Atmosphere, Consumer Satisfaction*

