

ABSTRAK

Thohirah Al Fajri Dalimunthe, NIM 7203260017. “Pengaruh *Store Atmosphere* dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Usaha Sea Food 21 Mas Fikhan Kecamatan Medan Barat”. Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Medan 2024.

Penelitian ini dilakukan untuk mengetahui pengaruh *Store Atmosphere* dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Usaha Sea Food 21 Mas Fikhan Kecamatan Medan Barat. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Populasi pada penelitian ini yaitu konsumen usaha Sea Food 21 Mas Fikhan yang tidak diketahui jumlahnya. Teknik pengambilan sampel pada penelitian ini yaitu dengan menggunakan *Purposive Sampling* dan diperoleh sebanyak 100 sampel. Teknik pengumpulan data menggunakan kuesioner sebagai alat ukur. Kuesioner tersebut lalu di uji validitas dan reliabilitasnya. Lalu uji asumsi klasik yang terdiri dari uji normalitas, uji multikolinearitas dan uji heteroskedastisitas. Setelah itu uji hipotesis yang terdiri dari uji parsial atau uji T, uji simultan atau uji F dan uji koefisien determinan atau R^2 . Data diolah menggunakan program SPSS versi 25. Hasil penelitian menunjukkan bahwa *Store Atmosphere* dan Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Kepuasan Konsumen. Selain itu, *Store Atmosphere* dan Kualitas Pelayanan berpengaruh secara simultan terhadap Kepuasan Konsumen.

Kata Kunci : *Store Atmosphere*, Kualitas Pelayanan, Kepuasan Konsumen

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ABSTRACT

Thohirah Al Fajri Dalimunthe, NIM 7203260017. "The Influence of Store Atmosphere and Service Quality on Consumer Satisfaction in the Sea Food Business 21 Mas Fikhan, West Medan District". Department of Management, Faculty of Economics, Medan State University 2024.

This research was conducted to determine the influence of Store Atmosphere and Service Quality on Consumer Satisfaction at the Sea Food Business 21 Mas Fikhan, West Medan District. This research uses a quantitative approach with an associative type of research. The population in this research is the unknown number of consumers of the Sea Food 21 Mas Fikhan business. The sampling technique in this research was purposive sampling and 100 samples were obtained. The data collection technique uses a questionnaire as a measuring tool. The questionnaire was then tested for validity and reliability. Then the classical assumption test consists of the normality test, multicollinearity test and heteroscedasticity test. After that, test the hypothesis which consists of a partial test or T test, simultaneous test or F test and determinant coefficient test or R². Data was processed using the SPSS version 25 program. The research results show that Store Atmosphere and Service Quality have a positive and significant effect on Consumer Satisfaction. Apart from that, Store Atmosphere and Service Quality simultaneously influence Consumer Satisfaction.

Keywords: Store Atmosphere, Service Quality, Consumer Satisfaction

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