

## ABSTRAK

**Wida Cahyati Purba, NIM: 7202210004. “Pengaruh *Service Quality* dan *Store Atmosphere* Terhadap Kepuasan Pelanggan (Studi Pada Café Kedai Kopi Athar Bangun Purba).”**

Penelitian ini bertujuan untuk mengetahui Pengaruh *Service Quality* Dan *Store Atmosphere* Terhadap Kepuasan Pelanggan (Studi Pada Café Kedai Kopi Athar Bangun Purba). Penelitian ini menggunakan metode kuantitatif dengan teknik pengambilan sampel menggunakan *purposive sampling* dan menggunakan rumus *hair*, dengan jumlah sampel sebanyak 120 orang. Teknik pengambilan data dalam penelitian ini dikumpulkan melalui kuesioner dengan pengukuran skala *likert* dan diolah secara statistik menggunakan analisis regresi berganda. Pengujian hipotesis dilakukan dengan uji t, uji f dan koefisien determinasi ( $R^2$ ) yang sebelumnya telah diuji menggunakan uji validitas, uji realibilitas dan uji asumsi klasik. Pengolahan data menggunakan program *SPSS for windows 27.0*.

Hasil penelitian menunjukkan bahwa variabel *Service Quality* memiliki pengaruh yang positif dan signifikan terhadap kepuasan pelanggan. Variabel *Store Atmosphere* mempunyai pengaruh positif dan signifikan terhadap kepuasan pelanggan. Selain itu *Service Quality* dan *Store Atmosphere* berpengaruh secara simultan terhadap kepuasan pelanggan pada café kedai kopi athar bangun Purba.

Dengan demikian ditarik kesimpulan bahwa *Service Quality* Dan *Store Atmosphere* Berpengaruh Positif Dan Signifikan Terhadap Kepuasan Pelanggan (Studi Pada Café Kedai Kopi Athar Bangun Purba.)

**Kata kunci:** *Service Quality, Store Atmosphere dan Kepuasan pelanggan.*

## ABSTRACT

***Wida Cahyati Purba, NIM: 7202210004. "The Influence of Service Quality and Store Atmosphere on Customer Satisfaction (Study at the Athar Bangun Purba Coffee Shop Café)."***

*This research aims to determine the influence of Service Quality and Store Atmosphere on customer satisfaction (Study at the Athar Bangun Purba Coffee Shop Café). This research uses quantitative methods with a sampling technique using purposive sampling and using the hair formula, with a total sample of 120 people. The data collection technique in this research was by distributing questionnaires with Likert scale measurements and processing them statistically using multiple regression analysis. Hypothesis testing uses the t test, f test and coefficient of determination (R<sup>2</sup>) which have previously been tested using the validity test, reliability test and classical assumption test. Data processing uses the SPSS for Windows 27.0 program.*

*The research results show that the Service Quality variable has a positive and significant influence on customer satisfaction. The Store Atmosphere variable has a positive and significant influence on customer satisfaction. And Service Quality and Store Atmosphere simultaneously influence customer satisfaction at the Athar Bangun Purba coffee shop café.*

*Thus, it can be concluded that Service Quality and Store Atmosphere have a positive and significant influence on customer satisfaction (Study at the Athar Bangun Purba Coffee Shop Café.)*

***Keywords: Service Quality, Store Atmosphere and Customer satisfaction.***

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