

ABSTRACT

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THE INFLUENCE OF STORE ATMOSPHERE, PRODUCT QUALITY, AND SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AT GAMPOENG GEUTANYOE MEDAN

(xv+100 pages; 6 figure; 32 tables; 8 appendixes)

Gampoeng Geutanyoe is a café that specializes in serving Indonesian food as well as beverages. Gampoeng Geutanyoe experienced a lack of customer satisfaction during their operation, as evidenced by their negative customer reviews and the writer's personal experience. This study aims to determine the influence of store atmosphere, product quality, and service quality towards customer satisfaction at Gampoeng Geutanyoe Medan.

Several variables, including store atmosphere, product quality, service quality, facility, promotion, location, and price, influence customer satisfaction.

This study uses a quantitative research design with descriptive and causal approaches. This study uses convenience sampling with a sample size of 100 Gampoeng Geutanyoe Medan customers.

The results of hypothesis testing indicate that the store atmosphere, product quality, and service quality simultaneously influence customer satisfaction. The results of the coefficient of determination show that the variables store atmosphere, product quality, and service quality have an influence of 70.9% toward the variable customer satisfaction at Gampoeng Geutanyoe Medan.

The writer suggest that Gampoeng Geutanyoe Medan must improve its service quality, its speed in serving customers, the cleanliness of its cutlery, and the Gampoeng Geutanyoe Medan environment.

Keyword: Store Atmosphere, Product Quality, Service Quality

References: 32 (2018 – 2022)

ABSTRAK

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***PENGARUH SUASANA TOKO, KUALITAS PRODUK, DAN KUALITAS
PELAYANAN TERHADAP KEPUASAN PELANGGAN DI GAMPOENG
GEUTANYOE MEDAN***

(xv+100 halaman; 6 figur; 32 tabel; 8 lampiran)

Gampoeng Geutanyoe adalah kafe yang menyajikan makanan dan minuman khas Indonesia. Gampoeng Geutanyoe mengalami kurangnya kepuasan pelanggan selama beroperasi, terbukti dengan ulasan negative pelanggan dan pengalaman pribadi penulis. Penelitian ini bertujuan untuk mengetahui pengaruh store atmosphere, kualitas produk, dan kualitas pelayanan terhadap kepuasan pelanggan di Gampoeng Geutanyoe Medan.

Beberapa variable antara lain suasana toko, kualitas produk, kualitas pelayanan, fasilitas, promosi, lokasi dan harga berpengaruh terhadap kepuasan pelanggan.

Penelitian ini menggunakan desain penelitian kuantitatif dengan pendekatan deskriptif dan kausal. Penelitian ini menggunakan convenience sampling dengan jumlah sampel 100 pelanggan Gampoeng Geutanyoe Medan.

Hasil pengujian hipotesis menunjukkan bahwa store atmosphere, kualitas produk, dan kualitas pelayanan secara simultan berpengaruh terhadap kepuasan pelanggan. Hasil koefisien determinasi menunjukkan bahwa variabel store atmosphere, kualitas produk, dan kualitas pelayanan memiliki pengaruh sebesar 70,9% terhadap variabel kepuasan pelanggan di Gampoeng Geutanyoe Medan.

Penulis menyarankan agar Gampoeng Geutanyoe Medan meningkatkan kualitas pelayanan, kecepatan dalam melayani pelanggan, kebersihan peralatan makan, dan lingkungan sekitar Gampoeng Geutanyoe Medan.

Kata kunci: Suasana toko, kualitas produk, kualitas pelayanan

Referensi: 32 (2018 – 2022)