

ABSTRACT

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THE INFLUENCE OF SERVICE QUALITY AND STORE ATMOSPHERE TOWARDS CUSTOMER SATISFACTION AT APLUS CAFÉ AND RESTAURANT PEMATANGSIANTAR

(xvii+108 pages; 13 figures; 48 tables; 5 appendixes)

Service quality and store atmosphere might play an important role in contributing towards the business' objective. In this research, the writer is going to find out if service quality and store atmosphere brings any influence towards customer satisfaction. For this research, the writer has two hypotheses which are null hypotheses where there is no influence in between all the service quality and store atmosphere towards customer satisfaction. And the alternative hypothesis where service quality has an influence towards customer satisfaction, store atmosphere has an influence towards customer satisfaction and where both the service quality and store atmosphere has an influence towards customer satisfaction.

The research design for this research is quantitative method. In analyzing the data, the methods used are descriptive statistical analysis, research instrument test, classical assumption test, linear regression analysis, hypothesis test and determination test.

Based on the result of research, the conclusion of the research is that all of them whether individually or together of the service quality and store atmosphere has an influence towards the customer satisfaction. From the test conducted, the result shows that the data is normally distributed, have linear relationship and free of heteroscedasticity. An equation obtained is $Y = 0.165 + 0.467SQ + 0.466SA$. Moreover, the hypothesis test shows that working environment does influence employee performance as the $t_{count} > t_{table}$ and the influence is as much as 86.6%.

The findings of the research will act as a reference for company to improve the quality of their service and the atmosphere in order to raise the customer satisfaction. For future researchers, this research could be a reference for the previous research

Keywords: Service Quality, Store Atmosphere, Customer Satisfaction

References: 37 (2018-2023)

ABSTRAK

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PENGARUH KUALITAS LAYANAN DAN SUASANA TOKO TERHADAP KEPUASAN PELANGGAN DI APLUS CAFÉ AND RESTAURANT PEMATANGSIANTAR

(xvii +108 pages; 13 figures; 48 tables; 5 appendixes)

Kualitas layanan dan suasana toko mungkin memainkan peran penting dalam memenuhi dan berkontribusi terhadap tujuan bisnis. Dalam penelitian ini, penulis ingin mengetahui apakah kualitas pelayanan dan atmosfir toko berpengaruh terhadap kepuasan pelanggan. Untuk penelitian ini, penulis memiliki dua hipotesis yang merupakan hipotesis nol dimana tidak terdapat pengaruh antara kualitas pelayanan dan atmosfir toko terhadap kepuasan pelanggan. Dan hipotesis alternatifnya adalah kualitas pelayanan mempunyai pengaruh terhadap kepuasan pelanggan, suasana toko mempunyai pengaruh terhadap kepuasan pelanggan, dan kualitas pelayanan dan suasana toko mempunyai pengaruh terhadap kepuasan pelanggan.

Desain penelitian pada penelitian ini adalah metode kuantitatif. Dalam menganalisis data, metode yang digunakan adalah analisis statistik deskriptif, uji instrumen penelitian, uji asumsi klasik, analisis regresi linier, uji hipotesis dan uji determinasi.

Berdasarkan hasil penelitian, maka kesimpulan penelitian adalah bahwa secara keseluruhan baik secara sendiri-sendiri maupun bersama-sama kualitas pelayanan dan suasana toko mempunyai pengaruh terhadap kepuasan pelanggan. Dari pengujian yang dilakukan diperoleh hasil bahwa data berdistribusi normal, mempunyai hubungan linier dan bebas heteroskedastisitas. Persamaan yang diperoleh adalah $Y = 0,165 + 0,467SQ + 0,466SA$. Uji hipotesis menunjukkan bahwa lingkungan kerja berpengaruh terhadap kinerja karyawan dengan nilai $t_{hitung} > t_{tabel}$ dan pengaruhnya sebesar 86,6%.

Temuan penelitian ini diharapkan menjadi referensi bagi perusahaan untuk meningkatkan kualitas layanan dan suasananya guna meningkatkan kepuasan pelanggan. Bagi peneliti selanjutnya, penelitian ini dapat menjadi referensi bagi penelitian-penelitian sebelumnya.

Kata Kunci: *Kualitas Layanan, Suasana Toko, Kepuasan Pelanggan*

Referensi: 37 (2018-2023)