

THE INFLUENCE OF SERVICE QUALITY AND STORE ATMOSPHERE ON CONSUMER SATISFACTION AT CAFE ZAMATRA

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ABSTRACT

This Study aims to determine the influence of service quality and store atmosphere on consumer satisfaction at cafe Zamatra. The independent variables are service quality, store atmosphere and the dependent variable is consumer satisfaction. The research method used is a quantitative approach by collecting primary data through a survey method by distributing questionnaires to 100 respondents who have visited Cafe Zamatra. Data processing uses SPSS application program version 25. Based on the tests carried out, these results were obtained. The research shows a T value of 1.193 for service quality, meaning that service quality has no effect on consumer satisfaction, the store atmosphere variable with a T value of 7.283, for service quality and atmosphere the effect on consumer satisfaction and the F test with a value of 37.038 which shows that simultaneously service quality and store atmosphere influence consumer satisfaction, it can be seen from the R Square table of 43.3% which means the service quality variable, store atmosphere influence the consumer satisfaction variable and 56, 7% of other variables influence consumer satisfaction outside of this research.

Keywords: Service Quality, Store Atmosphere, Consumer Satisfaction