

***AN ANALYSIS OF THE EFFECT OF LOCATION AND
FACILITIES ON CONSUMER SATISFACTION AT ZAMATRA
CAFÉ***

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Abstract

This study aims to analyze the influence of location and facilities on customer satisfaction at Kafe Zamatra. This study employed a quantitative method with an associative approach. Data were collected through questionnaires distributed to 100 respondents selected using a purposive sampling technique. Data analysis was conducted using multiple linear regression analysis with the assistance of SPSS version 25.

The results showed that location and facilities simultaneously had a positive and significant effect on customer satisfaction at Kafe Zamatra. Partially, location had a positive and significant effect on customer satisfaction, and facilities had a positive and significant effect on customer satisfaction.

The results of the regression analysis indicated that location was the most dominant variable influencing customer satisfaction. The coefficient of determination of 76.7% indicated that variations in customer satisfaction could be explained by location and facilities, while the remaining 23.3% was influenced by other factors not examined in this study.

Keywords: *Consumer Satisfaction, Facilities, Location.*