

**Analysis of Customer Satisfaction through Service Quality, Brand Image and
Store Atmosphere at Burger King Cilandak KKO**

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ABSTRACT

This research is a quantitative study which aims to determine the influence of service quality, brand image and store atmosphere on customer satisfaction at Burger King Cilandak KKO. The population in this study were Burger King Cilandak KKO customers with the criteria of having purchased 3 times or sampling using a non-probability sampling method with purposive sampling technique, with a total of 100 respondents. The data analysis technique used in this research is descriptive and inferential analysis using the Partial Least Square (PLS) tool. The results of data analysis tests show that the service quality variable has no significant effect on customer satisfaction, brand image has a positive and significant effect on customer satisfaction, and store atmosphere has no significant effect on customer satisfaction. The result of calculating the determinant coefficient is 0.682, this shows that service quality, brand image and store atmosphere influence customer satisfaction at Burger King Cilandak KKO by 68.2% and the remaining 31.8% is influenced by other variables.

Keywords: *Customer Satisfaction, Service Quality, Brand Image, Store Atmosphere, Fast Food*

Analisis Kepuasan Pelanggan melalui Kualitas Pelayanan, Citra Merek, dan Store Atmosphere pada Burger King Cilandak KKO

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ABSTRAK

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh dari kualitas pelayanan, citra merek, dan store atmosphere terhadap kepuasan pelanggan Burger King Cilandak KKO. Populasi dalam penelitian ini adalah pelanggan Burger King Cilandak KKO dengan kriteria pernah membeli sebanyak 3 kali atau pengambilan sampel menggunakan metode *non probability sampling* dengan teknik *purposive sampling*, dengan jumlah sebanyak 100 responden. Teknik analisis data yang digunakan pada penelitian ini yaitu analisis deskriptif dan inferensial dengan alat bantu *Partial Least Square (PLS)*. Hasil uji analisis data menunjukkan bahwa variabel kualitas pelayanan tidak berpengaruh signifikan terhadap kepuasan pelanggan, citra merek berpengaruh positif dan signifikan terhadap kepuasan pelanggan, dan *store atmosphere* tidak berpengaruh signifikan terhadap kepuasan pelanggan. Hasil dari perhitungan koefisien determinan sebesar 0.682, hal ini menunjukkan bahwa kualitas pelayanan, citra merek, dan *store atmosphere* mempengaruhi kepuasan pelanggan Burger King Cilandak KKO sebesar 68,2% dan sisanya 31,8% dipengaruhi oleh variabel lain.

Kata Kunci : Kepuasan Pelanggan, Kualitas Pelayanan, Citra Merek, *Store Atmosphere*, *Fast Food*