

The Influence Of Store Atmosphere, Product Quality, And Service Quality On Customer Satisfaction At Kopi Kenangan

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Abstract

This research is a quantitative research aimed at identifying, analyzing, and examining the effects of store atmosphere, product quality, and service quality on customer satisfaction. The sample of this research consisted of 200 respondents, selected using a purposive sampling method. The object of this study was customers of Kopi Kenangan in the DKI Jakarta area, aged 17–28 years, who had consumed Kopi Kenangan products more than once within the last month. Primary data were collected through questionnaire distribution, while secondary data were obtained from relevant literature. Data analysis was conducted using SmartPLS 4.0 with descriptive and inferential approaches, including hypothesis testing. The results of the study indicate that store atmosphere, product quality, and service quality have a significant effect on customer satisfaction.

Keywords: *Customer Satisfaction, Product quality, Service quality, Store Atmosphere*

Pengaruh *Store Atmosphere*, *Product Quality* Dan *Service Quality* Terhadap *Customer Satisfaction* Kopi Kenangan

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Abstrak

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui, menganalisis dan membuktikan pengaruh *store atmosphere*, *product quality* dan *service quality* terhadap *customer satisfaction*. Jumlah sampel pada penelitian ini sebanyak 200 sampel dengan metode pengambilan sampel menggunakan purposive sampling. Objek pada penelitian ini yaitu pelanggan Kopi Kenangan yang beraktivitas di DKI Jakarta, berusia 17-28 tahun dan pernah mengonsumsi produk Kopi Kenangan lebih dari 1 kali dalam satu bulan terakhir. Data primer diperoleh dari penyebaran kuesioner dan data sekunder dari berbagai literatur yang relevan. Analisis dilakukan dengan bantuan software SmartPLS 4.0 menggunakan pendekatan deskriptif dan inferensial termasuk pengujian hipotesis. Hasil penelitian menunjukkan bahwa *Store Atmosphere*, *Product Quality* dan *Service Quality* berpengaruh signifikan terhadap *customer satisfaction*.

Kata kunci: Atmosfer Toko, Kepuasan Pelanggan, Kualitas Layanan, Kualitas Produk