

Pengaruh Kualitas Produk, Kualitas Layanan, dan Suasana Toko Terhadap Kepuasan Pelanggan Kafe Excelso Mall Bintaro Xchange

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Abstrak

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh kualitas produk, kualitas layanan, dan suasana toko terhadap kepuasan pelanggan. Populasi dalam penelitian ini adalah pelanggan Kafe Excelso Mall Bintaro Xchange. Ukuran sampel diambil sebanyak 80 orang responden, dengan metode *non probability sampling* khususnya *purposive sampling*. Pengumpulan data dilakukan melalui penyebaran kuisioner. Teknik analisis yang digunakan adalah metode analisis PLS (*Partial Least Square*). Hasil penelitian ini menunjukkan bahwa (1) kualitas produk memiliki pengaruh signifikan terhadap kepuasan pelanggan dengan nilai koefisien jalur sebesar 0,2448. (2) kualitas layanan memiliki pengaruh signifikan terhadap kepuasan pelanggan dengan nilai koefisien jalur sebesar 0,3810. (3) suasana toko memiliki pengaruh signifikan terhadap kepuasan pelanggan dengan nilai koefisien jalur sebesar 0,3897.

Kata kunci : Kualitas Produk, Kualitas Layanan, Suasana Toko, dan Kepuasan Pelanggan.

The Influence Of Quality Product, Service Quality, And Store Atmosphere On Customer Satisfaction In Excelso Cafe Bintaro Xchange Mall

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Abstract

This research is a quantitative research that aims to determine the influence of quality product, service quality, and store atmosphere on customer satisfaction. Population in this research is customer of Excelso Café Bintaro Xchange Mall. The sample size was taken as many as 80 respondents, with non probability sampling method, especially purposive sampling. Data collection was done through questionnaire distribution. Analytical technique used is the method of analysis PLS (Partial Least Square). The results of this study indicate that (1) quality product has a significant influence on customer satisfaction with the coefficient value of 0,2448. (2) service quality has significant influence on customer satisfaction with the coefficient value of 0,3810. (3) store atmosphere has a significant influence on customer satisfaction with the coefficient value of 0,3897.

Keywords : Quality Product, Service Quality, Store Atmosphere, and Customer Satisfaction.