

CUSTOMER SATISFACTION IN SUNYI HOUSE OF COFFEE AND HOPE

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Abstract

This research, there is a quantitative descriptive method that is the consumer of Sunyi House of Coffee and Hope. This's coffee shop has employees with disabilities. This research has the purpose of knowing and analysing whether service quality, location, and facilities affect consumer satisfaction. The population in this research is the customers of Sunyi House of Coffee and Hope. Samples taken as many as 100 respondents with random sampling methods. Data collection through dissemination of questionnaires with descriptive and inferential data analysis techniques, and the analysis tool used is SmartPLS 3.0 (Partial Least Square). The result showed that (1) service quality affect customer satisfaction with a line coefficient value of 0,390. (2) location affect customer satisfaction with a line coefficient of 0.319. (3) facilities affect customer satisfaction with a line coefficient Of 0,271.

Keywords : *Service Quality, Location, Facilities, Customer Satisfaction, Coffee Shop*

KEPUASAN KONSUMEN SUNYI HOUSE OF COFFEE AND HOPE

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Abstrak

Pada penelitian ini digunakan metode deskriptif kuantitatif dengan responden yaitu konsumen Sunyi House of Coffee and Hope. *Coffee shop* ini memiliki karyawan penyandang disabilitas. Penelitian ini memiliki tujuan mengetahui dan menganalisis apakah kualitas pelayanan, lokasi dan fasilitas berpengaruh pada kepuasan konsumen. Populasi dalam penelitian ini adalah pelanggan Sunyi House of Coffee and Hope. Sampel yang diambil sebanyak 100 responden dengan metode *random sampling*. Pengumpulan data melalui penyebaran kuesioner dengan teknik analisis data deskriptif dan inferensial, serta alat analisis yang digunakan adalah *Smart PLS 3.0 (Partial Least Square)*. Hasil penelitian menunjukkan bahwa (1) kualitas pelayanan berpengaruh terhadap kepuasan konsumen dengan nilai koefisien jalur sebesar 0,390. (2) lokasi berpengaruh terhadap kepuasan konsumen dengan nilai koefisien jalur sebesar 0,319. (3) fasilitas berpengaruh terhadap kepuasan konsumen dengan nilai koefisien jalur sebesar 0,271.

Kata Kunci : Kualitas Pelayanan, Lokasi, Fasilitas, Kepuasan Konsumen, *Coffee Shop*