ABSTRAK

PENGARUH KUALITAS PRODUK, KUALITAS LAYANAN, PERSEPSI HARGA, DAN *STORE ATMOSPHERE* TERHADAP KEPUASAN PELANGGAN
(Studi Pada Pelanggan Kofitiere Coffeeshop Semarang)

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Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, kualitas layanan, persepsi harga, dan *store atmosphere* terhadap kepuasan pelanggan. Obyek yang diteliti adalah Kofitiere Coffeeshop Semarang, serta variabel independen dalam penelitian yaitu kualitas produk, kualitas layanan, persepsi harga, *store atmosphere* dan variabel dependen yaitu kepuasan pelanggan.

Populasi dalam penelitian ini adalah pelanggan yang membeli produk minimal dua kali di Kofitiere Coffeeshop Semarang, peneliti mengambil sampel dengan jumlah 100 responden. Teknik pengambilan sampel dalam penelitian ini menggunakan *purposive sampling* yaitu teknik penentuan sampel dengan kriteria tertentu. Data yang digunakan dalam penelitian ini merupakan data primer, dengan menggunakan kuesioner sebagai instrumen penelitian. Alat analisis yang digunakan adalah regresi linier berganda, uji validitas, uji reliabilitas, uji F, uji koefisien determinasi (R^2), dan uji t yang selanjutnya diolah menggunakan SPSS versi 25.

Hasil penelitian menunjukkan bahwa kualitas produk tidak berpengaruh terhadap kepuasan pelanggan, kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, persepsi harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan, *store atmosphere* berpengaruh positif dan signifikan terhadap kepuasan pelanggan.

Kata Kunci: Kualitas Produk, Kualitas Layanan, Persepsi Harga, dan *Store Atmosphere* terhadap Kepuasan Pelanggan.

ABSTRACT

EFFECT OF THE QUALITY OF ANY PRODUCTS, SERVICES QUALITY, PRICE PERCEPTION, AND STORE ATMOSPHERE TO CUSTOMER SATISFACTION
(A Study on Customer Kofitiere Coffeeshop Semarang)

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This study aimed to analyze the effect of product quality, service quality, price perception, and store atmosphere to customer satisfaction. Object studied is Kofitiere Coffeeshop Semarang, as well as the independent variables in the study of the quality of products, service quality, perceived price, store atmosphere and the dependent variable is customer satisfaction.

The population in this study is the customer who bought the product at least twice in Kofitiere Coffeeshop Semarang, researchers took a sample with 100 respondents. The sampling technique in this study using purposive sampling sampling technique with certain criteria. The data used in this research is the primary data, using questionnaires as research instruments. The analytical tool used is multiple linear regression, validity, reliability test, F test, test the coefficient of determination (R^2), and t test were then processed using SPSS version 25.

The results showed that the quality of the product has no effect on customer satisfaction, service quality and significant positive effect on customer satisfaction, perceptions of price and significant positive effect on customer satisfaction, store atmosphere positive and significant impact on customer satisfaction.

Keywords: Quality Products, Quality of Service, Perception Price, and Store Atmosphere on Customer Satisfaction.