

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Kualitas Pelayanan dan *Store Atmosphere* terhadap Kepuasan Konsumen di Restoran *Double Steak* Jl. Jawa No. 46 Bandung baik secara simultan maupun parsial. Analisis data yang digunakan adalah uji validitas dan reliabilitas, analisis regresi linier berganda, analisis korelasi berganda dan analisis koefisien determinasi. Pengujian hipotesis dilakukan melalui uji hipotesis secara simultan (uji f) dan uji hipotesis secara parsial (uji t). Pengolahan data dalam penelitian ini menggunakan program SPSS 23 *for windows*. Metode pengumpulan data yang digunakan dalam penelitian ini ialah penelitian lapangan dan penelitian kepustakaan. Sampel dalam penelitian ini sebanyak 97 responden dengan menggunakan sampling insidental. Hasil penelitian menunjukkan bahwa secara simultan Kualitas Pelayanan dan *Store Atmosphere* berpengaruh positif dan signifikan terhadap Kepuasan Konsumen sebesar 42,90%, secara parsial Kualitas Pelayanan terhadap Kepuasan Konsumen berpengaruh sebesar 12,96% dan *Store Atmosphere* terhadap Kepuasan Konsumen berpengaruh sebesar 29,94%.

Keyword : Kualitas Pelayanan, *Store Atmosphere*, dan Kepuasan Konsumen

ABSTARCT

This study aims to determine the effect of Service Quality and Store Atmosphere on Customer Satisfaction at Double Steak Restaurant Jl. Java No. 46 Bandung both simultaneously and partially. Analysis of the data used is validity and reliability test, multiple linear regression analysis, multiple correlation analysis and coefficient of determination analysis. Hypothesis testing is done through simultaneous hypothesis testing (f test) and partial hypothesis testing (t test). Processing data in this study using the SPSS 23 program for Windows. The data collection method used is field research and library research. The sample in this study were 97 respondents using incidental sampling. The results showed that simultaneously Service Quality and Store Atmosphere had a positive and significant effect on Consumer Satisfaction of 42.90%, partially Service Quality towards Consumer Satisfaction had an effect of 12.96% and Store Atmosphere on Consumer Satisfaction had an effect of 29.94%..

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