

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana suasana cafe dan fasilitas fisik terhadap kepuasan pelanggan cafe cupola.id. Data dikumpulkan melalui teknik pengumpulan lapangan dan kepustakaan dengan membagikan kuesioner kepada 99 responden yaitu pengunjung atau konsumen cafe cupola.id dengan datang langsung ke lokasi. Metode analisis data yang digunakan adalah analisis regresi linier berganda, analisis korelasi berganda, uji hipotesis dan analisis koefisien determinasi. Hasil penelitian menunjukkan bahwa suasana cafe dan fasilitas fisik cafe cupola.id berada pada kategori kurang baik. Secara simultan suasana cafe dan fasilitas fisik memiliki pengaruh yang signifikan yaitu sebesar 85,3% terhadap kepuasan pelanggan, secara parsial suasana cafe memiliki pengaruh signifikan yaitu sebesar 5,4% terhadap kepuasan pelanggan dan fasilitas fisik memiliki pengaruh signifikan yaitu sebesar 77,9% terhadap kepuasan pelanggan.

Kata Kunci : Suasana Toko, Fasilitas Fisik, Kepuasan Konsumen.

ABSTRACT

This study aims to determine how the atmosphere of the cafe and physical facilities to customer satisfaction cafe cupola.id. Data was collected through field collection techniques and literature by distributing questionnaires to 99 respondents, namely visitors or consumers of cafe cupola.id by coming directly to the location. The data analysis method used is multiple linear regression analysis, multiple correlation analysis, hypothesis testing and coefficient of determination analysis. The results of the study show that the atmosphere of the cafe and the physical facilities of the cafe Cupola.id are in the poor category. Simultaneously the atmosphere of cafe and physical facilities has a significant effect that is equal to 85.3% of customer satisfaction, partially the cafe atmosphere has a significant influence that is equal to 5.4% of customer satisfaction and physical facilities have a significant influence that is equal to 77.9% of customer satisfaction.

Keywords: Store Atmosphere, Physical Facilities, Consumer Satisfaction