

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Kualitas Produk dan *Store Atmosphere* terhadap Kepuasan Konsumen Pada Distro Screamous 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 90 responden dengan menggunakan sampling insidental. Hasil penelitian menunjukkan bahwa secara simultan Kualitas Produk dan *Store Atmosphere* berpengaruh positif dan signifikan terhadap Kepuasan Konsumen sebesar 51,2%, secara parsial Kualitas Produk terhadap Kepuasan Konsumen berpengaruh sebesar 20,66% dan *Store Atmosphere* terhadap Kepuasan Konsumen berpengaruh sebesar 31,00%.

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

ABSTARCT

This study aims to determine the effect of Product Quality and Store Atmosphere on Customer Satisfaction on Distro Screamous 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 90 respondents using incidental sampling. The results showed that simultaneously Product Quality and Store Atmosphere had a positive and significant effect on Consumer Satisfaction of 51,2%, partially Product Quality towards Consumer Satisfaction had an effect of 20,66% and Store Atmosphere on Consumer Satisfaction had an effect of 31,00%..

Keyword : Product Quality, Store Atmosphere, and Consumer Satisfaction