

ABSTRACT

This research begins with the discovery of problems in the decline of students Purwa Caraka Music Studio, the problem in this study is is the low customer satisfaction caused by the low quality of service and store atmosphere.

The purpose of this study was to find out how the influence of service quality and store atmosphere to the customer satisfaction, either simultaneously or partially. The research method used is descriptive and verifikatif with the number of samples that is 72 respondents. Data collection techniques used is a study field and library. Methods of data analysis used is multiple regression analysis, multiple correlation analysis, and coefficient of determination analysis.

The results of this study showed the influence of service quality and store atmosphere to the customer satisfaction positively and significantly. Service quality and store atmosphere give effect on customer satisfaction equal to 67,2%, influence of the dominant independent variable is service quality equal of 37,2%, store atmosphere equal to 30%.

Keywords: Service Quality, Store Atmosphere, Customer Satisfaction