

## ABSTRAK

Penelitian ini dilatarbelakangi adanya penurunan penjualan *Coffee* Haluhalu Bandung. Penurunan penjualan ini menunjukkan adanya penurunan pengunjung dan keluhan pengunjung pada *Coffee* Haluhalu Bandung sehingga dalam penelitian ini bahwa bagaimana Kepuasan Konsumen Pada *Coffee* Haluhalu Bandung.

Penelitian ini menggunakan metode kuantitatif, data dikumpulkan dengan Teknik kuesioner. Responden dalam penelitian ini sebanyak 83 responden. Pengujian instrumen penelitian menggunakan uji validitas dan reliabilitas. Tiga hipotesis diformulasikan dan uji menggunakan analisis regresi linear berganda.

Berdasarkan hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara kualitas pelayanan dan *store atmosphere* terhadap kepuasan konsumen. Besarnya pengaruh antara kualitas pelayanan dan *store atmosphere* terhadap kepuasan konsumen secara simultan sebesar 50,5% dan sisanya 49,5% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh kualitas pelayanan terhadap kepuasan konsumen sebesar 32,6% dan pengaruh *store atmosphere* terhadap minat beli sebesar 20,4%, sehingga dapat disimpulkan bahwa kualitas pelayanan memberikan pengaruh paling besar terhadap kepuasan konsumen.

**Kata kunci : Kualitas Pelayanan, *Store Atmosphere*, Kepuasan Konsumen**

## **ABSTRACT**

*This research is motivated by the decline in sales of Coffee Haluhulu Bandung. This decrease in sales indicates a decrease in visitors and visitor complaints at Coffee Haluhulu Bandung, so that in this study how is consumer satisfaction at Coffee Haluhulu Bandung.*

*This study uses quantitative methods, data collected by questionnaire technique. Respondents in this study were 83 respondents. The research testing instrument uses validity and reliability tests. Three hypotheses were formulated and tested using multiple linear regression analysis.*

*Results Based on the research shows that there is a positive and significant influence between service quality and store atmosphere on consumer satisfaction. The magnitude of the influence between service quality and store atmosphere on customer satisfaction. simultaneously by 50.5% and the remaining 49.5% is influenced by other variables not examined. Partially the effect of service quality on consumer satisfaction is 32.6% and the influence of store atmosphere on buying interest is 20.4%, so it can be ascertained that service quality has the greatest influence on consumer satisfaction.*

***Keywords: Service Quality, Store Atmosphere, Consumer Satisfaction***