

ABSTRACT

This study aims to determine the effect of Store Atmosphere, Product Quality on consumers (a case study on consumers of Jatinangor House Dago) simultaneously or partially. The research method used is descriptive and verification method with a total sample of 100 respondents. The data analysis method used is multiple linear regression analysis, multiple correlation and coefficient of determination.

The results showed that there was a positive and significant influence between Store Atmosphere and Product Quality on consumers. The magnitude of the effect of Store Atmosphere, Product Quality on consumers simultaneously is 81.7% and the remaining 18.3% is the influence of other variables not examined. Partially the effect on store atmosphere is 44% and product quality on consumers is 37.7% so it can be said that store atmosphere has the greatest influence on consumer satisfaction.

Keyword : Store Atmosphere, Quality Product and Consumer Satisfaction