

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh keragaman produk dan *store atmosphere* terhadap kepuasan konsumen (survei pada pada konsumen R2O Koffie) secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 123 responden. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara keragaman produk dan *store atmosphere* terhadap kepuasan konsumen. Besarnya pengaruh keragaman produk dan *store atmosphere* terhadap kepuasan konsumen secara simultan 56% dan sisanya 44% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh keragaman produk terhadap kepuasan konsumen sebesar 15,5% dan pengaruh *store atmosphere* terhadap kepuasan konsumen sebesar 40,5%, sehingga dapat disimpulkan bahwa *store atmosphere* memberikan pengaruh paling besar terhadap kepuasan konsumen.

Kata kunci: Keragaman Produk, *Store Atmosphere* dan Kepuasan Konsumen

ABSTRACT

This study aims to find out the effect of product diversity and store atmosphere on customer satisfaction (survey on R2O Koffie consumers) simultaneously or partially. The research method that being used in this research is descriptive and verification methods with a total sample of 123 respondents. Research instruments testing are using validiy and reliability tests. Data analysis method that being used in this research is multiple linear regression analysis, multiple correlation and coefficient of determination.

The results showed that there was a positive and significant effect between product diversity and store atmosphere on customer satisfaction. The magnitude of the effect of product diversity and store atmosphere on simultaneous customer satisfaction 56% and the rest 44% are influenced by other unexamined variables. Partially, thee influence of product diversity on customer satisfaction is 15,5% and the of store atmosphere on customer satisfaction is 40,5%, so it can be concluded that store atmosphere provides the greatest influence on customer satisfaction.

Keywords: Product Diversity, Store Atmosphere and Customer Satisfaction