

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh harga, kualitas produk, *store atmosphere* dan lokasi terhadap kepuasan pelanggan di Tepi Barat Rumah Kopi Rungkut Surabaya. Populasi yang digunakan dalam penelitian merupakan pengunjung Tepi Barat Rumah Kopi Rungkut Surabaya.

Jenis penelitian ini adalah penelitian kualitatif. Teknik pengambilan anggota sampel diperoleh dengan menggunakan metode *purposive sampling* dengan jumlah anggota sampel yang didapat sebanyak 100 responden. Teknik analisis yang digunakan dalam penelitian ini adalah regresi linier berganda dengan menggunakan alat bantu SPSS. Pengujian instrumen menggunakan uji validitas dan reliabilitas.

Hasil pengujian menunjukkan bahwa harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan, kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan, *store atmosphere* berpengaruh positif dan signifikan terhadap kepuasan pelanggan dan lokasi berpengaruh positif dan signifikan terhadap kepuasan pelanggan.

Kata kunci : harga, kualitas produk, *store atmosphere* dan lokasi.



ABSTRACT

This research aimed to find out the effect of price, product quality, store atmosphere and location on customers' satisfaction of *Tepi Barat Coffe House*, Rungkut Surabaya. While, the population was customers of *Tepi Barat Coffe House*, Rungkut Surabaya.

The research was qualitative. Moreover, the data collection technique used purposive sampling, in which the sample was based on criteria given. In line with, there were 100 respondents of customers of *Tepi Barat Coffe House*, Rungkut Surabaya. Furthermore, the data analysis technique used multiple linear regression with SPSS (Statistical Products and Social Science). Additionally, the instrument testing used validity test and reliability test.

The research result concluded price had positive and significant effect on customers' satisfaction of *Tepi Barat Coffe House*, Rungkut Surabaya. Likewise, product quality had positive and significant effect on customers' satisfaction of *Tepi Barat Coffe House*, Rungkut Surabaya. Similarly, store atmosphere had positive and significant effect on customers' satisfaction of *Tepi Barat Coffe House*, Rungkut Surabaya. In addition, location had positive and significant effect on customers' satisfaction of *Tepi Barat Coffe House*, Rungkut Surabaya.

Keywords: Price, Product Quality, Store Atmosphere. Location



I certify that this translation is true and accurate. Prepared by a professional translator. This translation is provided on this day

9/13/2020

M. Faisal, S.Pd., M.Pd

STIESIA Language Center

Menur Pumpungan 30 Surabaya 60118, Indonesia