

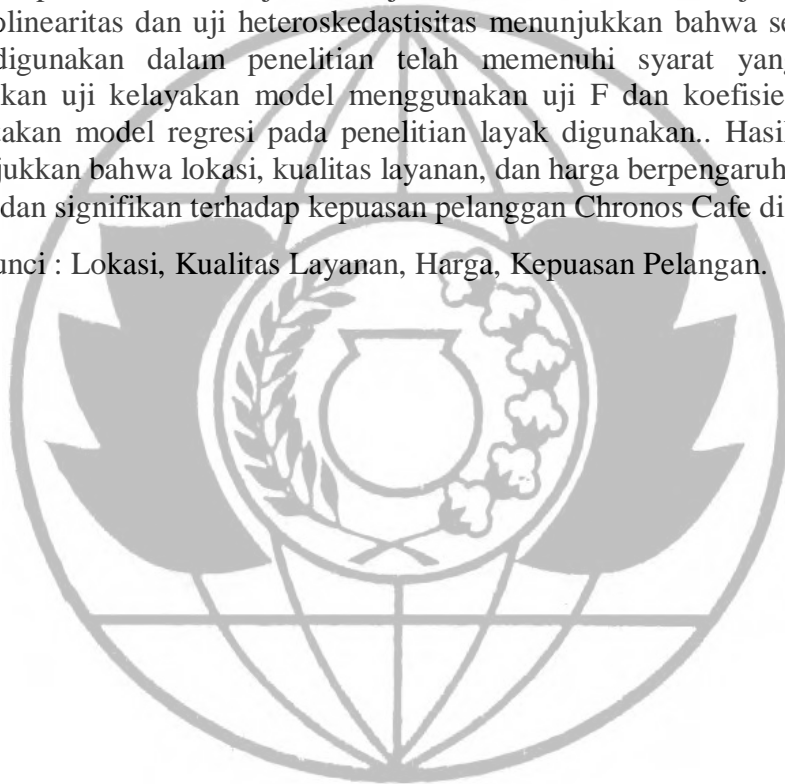
## ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh lokasi, kualitas layanan dan harga terhadap kepuasan pelanggan pada Chronos Cafe di Surabaya.

Jenis penelitian ini merupakan jenis explanatory research dengan metode kuantitatif. Populasi yang digunakan oleh peneliti dalam penelitian ini yaitu seluruh pengunjung Chronos Cafe. Teknik pengambilan sampel menggunakan Teknik *Non Probability Sampling* dengan model *Accidental Sampling* dengan jumlah sampel sebanyak 98 responden. Jenis data bersumber dari data primer yang didapatkan dari penyebaran kuisioner. Dan menggunakan alat analisis regresi linear yang menggunakan program SPSS versi 25.

Hasil penelitian menunjukkan, uji asumsi klasik melalui uji normalitas, uji multikolinieritas dan uji heteroskedastisitas menunjukkan bahwa semua variabel yang digunakan dalam penelitian telah memenuhi syarat yang ditentukan. Sedangkan uji kelayakan model menggunakan uji F dan koefisien determinasi menyatakan model regresi pada penelitian layak digunakan.. Hasil uji hipotesis menunjukkan bahwa lokasi, kualitas layanan, dan harga berpengaruh positif secara parsial dan signifikan terhadap kepuasan pelanggan Chronos Cafe di Surabaya

Kata kunci : Lokasi, Kualitas Layanan, Harga, Kepuasan Pelanggan.



## ABSTRACT

This research aimed to examine the effect of location, service quality, and price on customers' satisfaction of Chronos Cafe in Surabaya.

The research was exploratory-quantitative research. Moreover, the population was all customers of Chronos Cafe in Surabaya. Furthermore, the data collection technique used accidental sampling with non-probability sampling as its sampling technique. In line with that, there were 98 respondents as the sample. While the data were primary, which were taken from respondents' questionnaires. Additionally, the data analysis technique used linear regression with SPSS 25.

The research result, from classical assumption test through normality, multicollinearity and heteroscedasticity test, showed that all variables within research had fulfilled the criteria given. Meanwhile, a proper model test which used the F-test and determination coefficient showed that the regression model was properly used. In addition, from hypothesis test results, it concluded that location, service quality, and price partially had a positive and significant effect on customers' satisfaction of Chronos Cafe in Surabaya.

**Keywords:** Location, Service Quality, Price, Customers' Satisfaction



I certify that this translation is true and accurate. Prepared by a professional translator. This translation is provided on this day 20/2021

M. Faisal S.Pd., M.Pd

STIESIA Language Center  
Menur Pumpungan 30 Surabaya 60118, Indonesia