

ABSTRAK

Persaingan bisnis cafe di Surabaya semakin ketat, sehingga setiap pelaku usaha perlu memperhatikan faktor-faktor yang dapat memengaruhi kepuasan pelanggan. Berdasarkan pengamatan awal di cafe D'Coffee Cup Merr Surabaya, ditemukan beberapa permasalahan seperti variasi produk yang belum optimal, persepsi *selling price* yang bervariasi, serta *cafe atmosphere* yang belum sepenuhnya mendukung kenyamanan pelanggan. Penelitian ini bertujuan untuk menguji dan menganalisis apakah variasi produk, *selling price*, dan *cafe atmosphere* berpengaruh terhadap *customer satisfaction* pada D'Coffee Cup Merr Surabaya, dengan menggunakan pendekatan kuantitatif dan metode *non probability sampling* untuk pengambilan sampel serta *accidental sampling* untuk penentuan sampel. Sampel yang diambil dalam penelitian ini adalah warga kota Surabaya dan sekitarnya yang pernah mengunjungi atau menikmati produk D'Coffee Cup Merr Surabaya dengan jumlah sampel 100 responden. Teknik analisis data menggunakan Regresi Linier Berganda dengan bantuan program IBM SPSS Statistic 25. Data penelitian bersumber dari data primer dan sekunder, proses pernyataan pada kuesioner dengan bantuan *google form*. Hasil penelitian menunjukkan bahwa variasi produk berpengaruh positif dan signifikan terhadap *customer satisfaction* dikarenakan produk yang ditawarkan D'Coffee Cup Merr Surabaya bervariasi dari makanan dan minuman yang dapat menarik pelanggan, serta *selling price* (harga jual) berpengaruh positif dan signifikan terhadap *customer satisfaction* karena produk D'Coffee Cup Merr Surabaya memiliki harga jual yang terjangkau bagi pelanggan, dan *cafe atmosphere* berpengaruh positif dan tidak signifikan terhadap *customer satisfaction* pada D'Coffee Cup Merr Surabaya.

Kata kunci : Variasi Produk, *Selling price*, *Cafe Atmosphere*, *Customer Satisfaction*

ABSTRACT

The competition in the business cafe in Surabaya is getting bigger. Therefore, every businessman needs to pay attention to the factors that affect customer satisfaction. Based on the initial observation at D'Coffee Cup Merr cafe Surabaya, several problems were found, such as the unoptimal product variations, varying perceptions of selling prices, and the cafe atmosphere does not fully support customers' comfort. This research examines and analyses whether the product variation, selling price, and cafe atmosphere affect the customers' satisfaction at D'Coffee Cup Merr Surabaya. The research applies quantitatively. Furthermore, the data collection technique used was a non-probability sampling. Meanwhile, the sampling technique used was accidental sampling. The sample was Surabaya citizens who have ever visited and enjoyed the D'Coffee Cup Merr Surabaya. In line with that, 100 respondents were taken as samples. Moreover, the data analysis technique used was multiple linear regression with IBM SPSS Statistics 25. The data were primary and secondary, also respondents' statements on the questionnaire with the instrument of Google Forms. The result indicates that product variation has a positive and significant effect on customer satisfaction for the Food and Beverage products that are offered by D'Coffee Cup Merr Surabaya have customers' interest. Likewise, selling price has a positive and significant effect on customer satisfaction since the product of D'Coffee Cup Merr Surabaya has a reasonable selling price for the customers. However, the cafe atmosphere has a positive but insignificant effect on customer satisfaction at D'Coffee Cup Merr Surabaya.

Keywords: *product variation, selling price, cafe atmosphere, and customer satisfaction.*

