

ABSTRAK

Penelitian mengenai faktor yang memengaruhi kepuasan konsumen di Cafe Pojok Ambulu, Jember. Tujuan dari penelitian ini adalah menganalisis pengaruh kualitas produk, atmosfer toko, harga dan kualitas pelayanan terhadap kepuasan konsumen secara parsial dan simultan. Teori yang digunakan pada penelitian ini kualitas produk, atmosfer toko, harga, kualitas pelayanan dan kepuasan konsumen. Jenis penelitian deskriptif kuantitatif dengan desain penelitian eksplanatori. Populasi dalam penelitian ini adalah seluruh konsumen Cafe Pojok Ambulu, Jember. Sampel yang digunakan sebanyak 80 responden, menggunakan teknik *non probability sampling* dengan pendekatan *purposive sampling*. Alat analisis menggunakan regresi linier berganda menggunakan *software* SPSS 21. Hasil uji t menunjukkan nilai signifikansi kualitas pelayanan, harga dan lokasi lebih kecil dari 0.05, sehingga secara parsial berpengaruh signifikan terhadap kepuasan konsumen. Hasil uji F menunjukkan nilai signifikansi lebih kecil dari 0.05, sehingga secara simultan kualitas produk, atmosfer toko, harga dan kualitas pelayanan berpengaruh signifikan terhadap kepuasan konsumen. Koefisien regresi menunjukkan bahwa kualitas pelayanan, harga dan lokasi memiliki pengaruh positif terhadap kepuasan konsumen. Uji koefisien determinasi menunjukkan bahwa bahwa 55.1% kepuasan konsumen di Cafe Pojok Ambulu dipengaruhi oleh kualitas produk, atmosfer toko, harga dan kualitas pelayanan. Sedangkan sisanya 44.9% dipengaruhi oleh variabel lain diluar model atau persamaan, seperti fasilitas, promosi dan lain-lain.

Kata kunci: kualitas produk, atmosfer toko, harga, kualitas pelayanan dan kepuasan konsumen

ABSTRACT

Research about factors that influence customer satisfaction at Cafe Pojok Ambulu, Glenmore. The purpose of this research is to analyze the influence of product quality, store atmosphere, price and service quality to the customer satisfaction partial and simultaneous. The theory used in this research is the theory of product quality, store atmosphere, price, service quality and customer satisfaction. This type of research is descriptive quantitative and research design is explanatory. The population in this study are all consumer in the Cafe Pojok Ambulu. The samples used were 80 respondents, using the technique of non-probability sampling with purposive sampling approach. The analysis tool using multiple linear regression with SPSS 21 software. t-test results showed significant value of product quality, store atmosphere, price and service quality is smaller than 0.05, so that partially have a significant influence to the customer satisfaction. F test results showed the significant value less than 0.05, so that simultaneous product quality, store atmosphere, price and service quality has a significant influence to the customer satisfaction. Regression analysis showed service quality, price and location have a positive influence to the customer satisfaction. Coefficient determination test shows that 55.1% of customer satisfaction at Cafe Pojok Ambulu influenced by product quality, store atmosphere, price and service quality. While the remaining 44.9% is influenced by other variables outside the model or equation, like facilities, promotion and others.

Key words: product quality, store atmosphere, price, service quality and customer satisfaction