ABSTRAK

Penelitian ini dilakukan pada seluruh pelanggan Gerai Lontang-Lantung Purwoharjo. Penelitian ini bertujuan untuk mengetahui pengaruh (*retail marketing mix*) keragaman produk, layanan, atmosfer toko, harga, promosi, dan lokasi terhadap kepuasan pelanggan di Gerai Lontang-Lantung Purwoharjo. Dalam penelitian ini data dikumpulkan dengan alat bantu berupa observasi, wawancara dan kuesioner terhadap 97 responden dengan teknik *purposive sampling*, yang bertujuan untuk mengetahui persepsi responden terhadap masing-masing variabel. Analisis yang digunakan meliputi analisis statistik deskriptif, uji instrumen data (uji validitas, dan uji reliabilitas), analisis regresi linear berganda, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas), dan uji hipotesis (uji t dan koefisien determinasi). Dari hasil analisis menggunakan regresi dapat diketahui bahwa variabel keragaman produk, layanan, atmosfer toko, harga, promosi, dan lokasi, semuanya berpengaruh positif terhadap kepuasan pelanggan. Dari uji t diperoleh hasil keragaman produk, layanan, atmosfer toko, harga, promosi, dan lokasi, semuanya berpengaruh signifikan terhadap kepuasan pelanggan.

Kata kunci: *retail marketing mix* dan kepuasan pelanggan

ABSTRACT

This research was conducted on all customers of the Lontang-Lantung Purwoharjo Outlet. This research aims to determine the influence (retail marketing mix) of product diversity, services, store atmosphere, prices, promotions and location on customer satisfaction at the Lontang-Lantung Purwoharjo Outlet. In this research, data was collected using tools in the form of observation, interviews and questionnaires from 97 respondents using a purposive sampling technique, which aims to determine the respondents' perceptions of each variable. The analysis used includes descriptive statistical analysis, data instrument testing (validity test and reliability test), multiple linear regression analysis, classical assumption tests (normality test, multicollinearity test, heteroscedasticity test), and hypothesis testing (t test and coefficient of determination). From the results of analysis using regression, it can be seen that the variables of product diversity, service, store atmosphere, price, promotion and location all have a positive effect on customer satisfaction. From the t test, the results show that product diversity, service, store atmosphere, price, promotion and location all have a significant effect on customer satisfaction.

Keywords: *retail marketing mix and customer satisfaction*