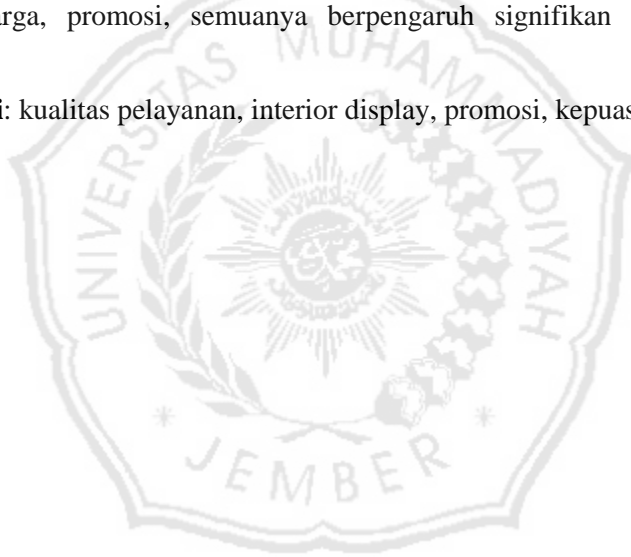


ABSTRAK

Penelitian ini dilakukan pada pelanggan Café Hihi Jember. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, interior display dan promosi terhadap kepuasan pelanggan. Dalam penelitian ini data dikumpulkan dengan alat bantu berupa observasi, wawancara dan kuesioner terhadap 119 responden dengan teknik purposive sampling, yang bertujuan untuk mengetahui persepsi responden terhadap masing-masing variabel. Analisis yang digunakan meliputi 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 F, uji t, koefisien determinasi). Dari hasil analisis menggunakan regresi dapat diketahui bahwa variabel kualitas pelayanan, interior display dan promosi, semuanya berpengaruh positif terhadap kepuasan pelanggan. Dari uji t diperoleh hasil kualitas produk, harga, promosi, semuanya berpengaruh signifikan terhadap kepuasan pelanggan.

Kata kunci: kualitas pelayanan, interior display, promosi, kepuasan pelanggan



ABSTRACT

This research was conducted at Café Hihi Jember customers. This study aims to determine the effect of service quality, interior display and promotion of customer satisfaction. In this study data was collected by means of observations, interviews and questionnaires on 119 respondents with purposive sampling technique, which aims to determine respondents' perceptions of each variable. The analysis used includes test data instruments (validity test, and reliability test), multiple linear regression analysis, classic assumption test (normality test, multicollinearity test, heteroscedasticity test), and hypothesis testing (F test, t test, coefficient of determination). From the results of the analysis using regression, it can be seen that the variable quality of service, interior display and promotion, all have a positive effect on customer satisfaction. From the t test, the results of product quality, price, promotion, all of them have a significant effect on customer satisfaction.

Keywords: service quality, interior display, promotion, customer satisfaction

