

## ABSTRAK

Skripsi dengan judul "Pengaruh Faktor Harga, Produk, Pelayanan, Lokasi, dan Suasana Terhadap Kepuasan Konsumen di Warung Kopi Brewok Cabang Tulungagung" ini ditulis oleh Erix Erlangga, Nim 12405193357, dengan pembimbing Siswahyudianto, M.M.

Persaingan di dunia bisnis sudah semakin ketat. Hal ini juga dirasakan oleh pelaku bisnis warung kopi seperti Warung Kopi Brewok. Banyak usaha-usaha yang muncul tetapi mempunyai ciri khas masing-masing. Agar pelanggan merasa puas dan tidak berpindah ketempat lain, maka pelaku bisnis di tuntut untuk mengetahui faktor apa saja yang dapat mempengaruhi kepuasan konsumen. Kepuasan konsumen dapat diciptakan melalui faktor harga, produk, pelayanan, lokasi, dan suasana dengan demikian, para pelaku bisnis dapat bersaing dan unggul dibanding pesaingnya.

Rumusan masalah dalam penelitian ini adalah: (1) Apakah faktor harga, produk, pelayanan, lokasi, dan suasana terhadap kepuasan konsumen di Warung Kopi Brewok? (2) Apakah faktor harga mempengaruhi kepuasan konsumen di Warung Kopi Brewok? (3) Apakah faktor produk mempengaruhi kepuasan konsumen di Warung Kopi Brewok? (4) Apakah faktor pelayanan mempengaruhi kepuasan konsumen di Warung Kopi Brewok? (5) Apakah faktor lokasi mempengaruhi kepuasan konsumen di Warung Kopi Brewok? (6) Apakah faktor suasana mempengaruhi kepuasan konsumen di Warung Kopi Brewok? Tujuan dari penelitian ini adalah untuk menganalisis pengaruh harga, produk, pelayanan, lokasi, dan suasana terhadap kepuasan konsumen terhadap Warung Kopi Brewok.

Penelitian ini menggunakan pendekatan kuantitatif. Teknik yang dipakai dalam pengambilan sampel adalah non probability sampling. Dengan Jumlah sampel yang digunakan sebanyak 200 responden yang berupa konsumen dari Warung Kopi Brewok Tulungagung. Teknik analisis data menggunakan uji instrumen data, uji asumsi klasik, uji analisis regresi linier berganda, dan uji hipotesis.

Hasil dari penelitian ini menunjukkan bahwa (1) Dalam penelitian ini menyatakan bahwa secara simultan (bersama-sama) faktor harga, produk, pelayanan, lokasi, dan suasana berpengaruh signifikan terhadap kepuasan konsumen Warung Kopi Brewok. (2) Secara simultan ada pengaruh simultan dan signifikan variabel Harga terhadap Keputusan Pembelian Pada Warung Kopi Brewok. (3) Variabel Produk berpengaruh positif dan signifikan terhadap keputusan pembelian pada Warung Kopi Brewok. (4) Variabel Pelayanan secara parsial berpengaruh signifikan terhadap kepuasan konsumen Warung Kopi Brewok. (5) Variabel Lokasi secara parsial tidak berpengaruh positif dan signifikan terhadap keputusan pembelian pada Warung Kopi Brewok. (6) Variabel Suasana secara parsial tidak berpengaruh positif dan signifikan terhadap keputusan pembelian pada Warung Kopi Brewok.

**Kata Kunci:** Harga, Produk, Pelayanan, Lokasi, Suasana, dan Kepuasan Konsumen

## **ABSTRACT**

*The thesis entitled "The Influence of Price, Product, Service, Location, and Atmosphere Factors on Consumer Satisfaction at Brewok Coffee Shop Tulungagung Branch" was written by Erix Erlangga, Nim 12405193357, with supervisor Siswahyudianto, M.M.*

*Competition in the business world is equally fierce. This is also felt by coffee shop business people such as Warung Kopi Brewok. Many businesses have emerged but have their own characteristics. In order for customers to feel satisfied and not move to other places, business people are required to know what factors can affect consumer satisfaction. Consumer satisfaction can be created through price, product, service, location, and atmosphere factors thus, business people can compete and excel compared to their competitors.*

*The formulation of the problem in this study is: (1) What are the factors of price, product, service, location, and atmosphere on consumer satisfaction at Warung Kopi Brewok? (2) Does the price factor affect customer satisfaction at Brewok Coffee Shop? (3) Do product factors affect consumer satisfaction at Warung Kopi Brewok? (4) Do service factors affect customer satisfaction at Brewok Coffee Shop? (5) Does location affect customer satisfaction at Warung Kopi Brewok? (6) Do mood factors affect customer satisfaction at Warung Kopi Brewok? The purpose of this study is to analyze the effect of price, product, service, location, and atmosphere on consumer satisfaction with Warung Kopi Brewok.*

*This study used a quantitative approach. The technique used in sampling is non probability sampling. With the number of samples used as many as 200 respondents in the form of consumers from the Brewok Tulungagung Coffee Shop. Data analysis techniques use data instrument tests, classical assumption tests, multiple linear regression analysis tests, and hypothesis tests.*

*The results of this study show that (1) This study states that simultaneously (together) the factors of price, product, service, location, and atmosphere have a significant effect on customer satisfaction at Warung Kopi Brewok. (2) Simultaneously there is a simultaneous and significant influence of Price variables on Purchasing Decisions at Brewok Tulungagung Coffee Shop. (3) Product variables have a positive and significant effect on purchasing decisions at Brewok Tulungagung Coffee Shop. (4) Service variables partially have a positive and significant effect on purchasing decisions at Brewok Tulungagung Coffee Shop. (5) Location variables partially do not have a positive and significant effect on purchasing decisions at Brewok Tulungagung Coffee Shop. (6) Atmosphere variables partially do not have a positive and significant effect on purchasing decisions at Brewok Tulungagung Coffee Shop.*

**Keywords:** *Price, Product, Service, Location, Feel, and Customer Satisfaction*