

ABSTRAK

Skripsi dengan judul “Pengaruh *Store Atmosphere*, Keragaman Produk dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan di Kedai Kopi Kopiah Ireng Kabupaten Nganjuk”. Ditulis oleh Muhammad Wahyu Aji Saputra, NIM. 126405212127, dengan dosen pembimbing Risdiana Himmati, M. Si.

Kata kunci: Kepuasan Pelanggan, *Store Atmosphere* Keragaman Produk, Kualitas Pelayanan

Penelitian ini dilatarbelakangi oleh persaingan bisnis kedai kopi yang semakin meningkat di kabupaten nganjuk sehingga mendorong pemilik kedai kopi untuk menentukan strategi yang tepat dalam mempertahankan pelanggannya, selain itu ditemukannya beberapa keluhan pelanggan yang berkaitan dengan *store atmosphere*, keragaman produk dan kualitas pelayanan yang masih kurang di kedai kopi Kopiah Ireng Kabupaten Nganjuk.

Tujuan penelitian ini untuk mengetahui (1) apakah *store atmosphere*, keragaman produk, kualitas pelayanan, secara simultan berpengaruh signifikan terhadap kepuasan pelanggan di kedai kopi Kopiah Ireng Kabupaten Nganjuk. (2) apakah *store atmosphere* berpengaruh signifikan terhadap kepuasan pelanggan di kedai kopi Kopiah Ireng Kabupaten Nganjuk, (3) apakah keragaman produk berpengaruh signifikan terhadap kepuasan pelanggan di kedai kopi Kopiah Ireng Kabupaten Nganjuk, (4) apakah kualitas pelayanan berpengaruh signifikan terhadap kepuasan pelanggan di kedai kopi Kopiah Ireng Kabupaten Nganjuk.

Penelitian ini menggunakan metode kuantitatif dengan jenis penelitian asosiatif. Populasi pada penelitian ini adalah konsumen kedai kopi Kopiah Ireng Kabupaten Nganjuk tahun 2024, jumlah sampel sebanyak 100 responden dengan menggunakan rumus slovin. Sumber data primer yang digunakan adalah angket dengan pengukuran skala likert. Teknik pengumpulan data menggunakan teknik *non-probability sampling* dan teknik *accidental*. Teknis analisis data menggunakan uji asumsi klasik, uji regresi linear berganda dan uji hipotesis

Hasil penelitian menunjukkan bahwa (1) secara simultan *store atmosphere*, keragaman produk, kualitas pelayan berpengaruh positif dan signifikan terhadap kepuasan pelanggan di kedai kopi Kopiah Ireng Kabupaten Nganjuk, (2) *store atmosphere* berpengaruh positif dan signifikan terhadap kepuasan pelanggan di kedai kopi Kopiah Ireng Kabupaten Nganjuk, (3) keragaman produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan di kedai kopi Kopiah Ireng Kabupaten Nganjuk, (4) kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan di kedai kopi Kopiah Ireng Kabupaten Nganjuk.

ABSTRACT

Thesis with the title "The Influence of Store Atmosphere, Product Diversity and Service Quality on Customer Satisfaction at Kopiah Ireng Coffee Shop, Nganjuk Regency". Written by Muhammad Wahyu Aji Saputra, NIM. 126405212127, with supervisor Risdiana Himmati, M. Si.

Keywords: Customer Satisfaction, Store Atmosphere Product Diversity, Service Quality

This research is motivated by the increasing competition in the coffee shop business in Nganjuk Regency, which encourages coffee shop owners to determine the right strategy to retain their customers, in addition to the discovery of several customer complaints related to store atmosphere, product diversity and service quality that are still lacking at Kopiah Ireng Coffee Shop, Nganjuk Regency.

The purpose of this study is to determine (1) whether store atmosphere, product diversity, service quality, simultaneously have a significant effect on customer satisfaction at Kopiah Ireng Coffee Shop, Nganjuk Regency. (2) does store atmosphere have a significant effect on customer satisfaction at the Kopiah Ireng coffee shop, Nganjuk Regency, (3) does product diversity have a significant effect on customer satisfaction at the Kopiah Ireng coffee shop, Nganjuk Regency, (4) does service quality have a significant effect on customer satisfaction at the Kopiah Ireng coffee shop, Nganjuk Regency.

This study uses a quantitative method with an associative research type. The population in this study were consumers of the Kopiah Ireng coffee shop, Nganjuk Regency in 2024, the number of samples was 100 respondents using the Slovin formula. The primary data source used was a questionnaire with a Likert scale measurement. The data collection technique used non-probability sampling and accidental techniques. Data analysis techniques using classical assumption tests, multiple linear regression tests and hypothesis tests

The results of the study indicate that (1) simultaneously store atmosphere, product diversity, service quality have a positive and significant effect on customer satisfaction at the Kopiah Ireng coffee shop, Nganjuk Regency, (2) store atmosphere has a positive and significant effect on customer satisfaction at the Kopiah Ireng coffee shop, Nganjuk Regency, (3) product diversity has a positive and significant effect on customer satisfaction at the Kopiah Ireng coffee shop, Nganjuk Regency, (4) service quality has a positive and significant effect on customer satisfaction at the Kopiah Ireng coffee shop, Nganjuk Regency.