

PENGARUH KUALITAS PELAYANAN DAN *STORE ATMOSPHERE* TERHADAP KEPUASAN PELANGGAN DI PANAMENA SINGARAJA

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ABSTRAK

Tujuan dari penelitian ini yakni untuk menguji serta menarik kesimpulan secara empiris mengenai pengaruh parsial dari kualitas layanan hingga kepuasan pelanggan dalam *Store Atmosphere* di Panamena Singaraja. Penelitian ini dilakukan di Kabupaten Buleleng, dengan subjek penelitian pelanggan Panamena yang telah berulang kali membeli dua produk Panamena bahkan lebih. Pendekatannya kuantitatif, dan informasi dikumpulkan melalui kuesioner sebelum dievaluasi menggunakan komputer untuk melakukan analisis linier berganda melalui SPSS versi 20 for windows. Dalam menentukan sampel digunakan metode *Purposive Sampling* dan diperoleh sebanyak 90 responden penelitian. Hasil dari Terdapat hubungan positif dan signifikan secara statistik antara (1) *Service Quality* dan (2) *Store Atmosphere* dan *Customer Satisfaction*. Terdapat hubungan positif dan signifikan secara statistik antara (2) *Service Quality* dan (3) *Store Atmosphere* dengan kepuasan pelanggan. Temuan penelitian ini mengimplikasikan bahwa kualitas layanan yang diberikan dan keseluruhan suasana toko secara signifikan mempengaruhi tingkat kepuasan yang dirasakan oleh pelanggan.

Kata Kunci: *Keputusan Pelanggan, Kualitas Pelayanan, Store Atmosphere.*

***THE INFLUENCE OF SERVICE QUALITY AND STORE
ATMOSPHERE ON CUSTOMER SATISFACTION AT
PANAMENA SINGARAJA***

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ABSTRACT

The purpose of this study is to test and draw conclusions empirically regarding the partial effect of service quality on customer satisfaction in the Store Atmosphere in Panamena Singaraja. This research was conducted in Buleleng Regency, with research subjects as Panamena customers who had repeatedly purchased two or more Panamena products. The approach is quantitative, and the information is collected through a questionnaire before being evaluated using a computer to perform multiple linear analysis through SPSS version 20 for windows. In determining the sample used Purposive Sampling method and obtained as many as 90 research respondents. Results of There is a positive and statistically significant relationship between (1) Service Quality and (2) Store Atmosphere and Customer Satisfaction. There is a positive and statistically significant relationship between (2) Service Quality and (3) Store Atmosphere with customer satisfaction. The findings of this study imply that the quality of services provided and the overall atmosphere of the store significantly affect the level of satisfaction felt by customers.

Keywords: Customer Satisfaction, Service Quality, Store Atmosphere.