

**PENGARUH KUALITAS PELAYANAN DAN SUASANA TOKO
TERHADAP KEPUASAN PELANGGAN PADA RETAIL MODERN
ALFAMART CABANG SAMBANGAN**

Oleh

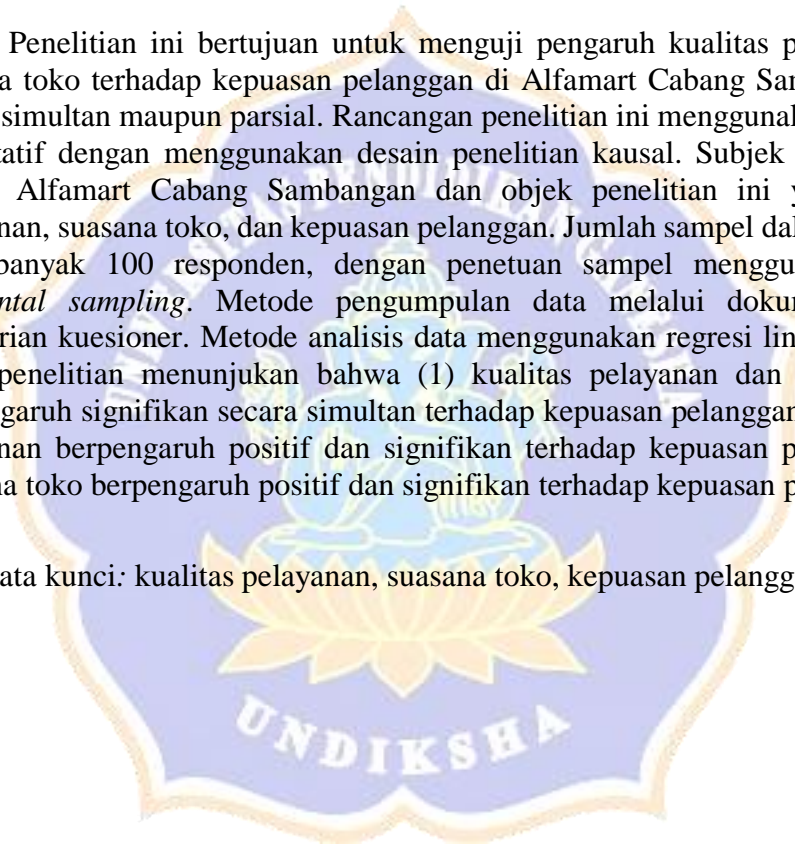
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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kualitas pelayanan dan suasana toko terhadap kepuasan pelanggan di Alfamart Cabang Sambangan baik secara simultan maupun parsial. Rancangan penelitian ini menggunakan penelitian kuantitatif dengan menggunakan desain penelitian kausal. Subjek penelitian ini adalah Alfamart Cabang Sambangan dan objek penelitian ini yaitu kualitas pelayanan, suasana toko, dan kepuasan pelanggan. Jumlah sampel dalam penelitian ini sebanyak 100 responden, dengan penentuan sampel menggunakan teknik *accidental sampling*. Metode pengumpulan data melalui dokumentasi serta pemberian kuesioner. Metode analisis data menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa (1) kualitas pelayanan dan suasana toko berpengaruh signifikan secara simultan terhadap kepuasan pelanggan. (2) Kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. (3) Suasana toko berpengaruh positif dan signifikan terhadap kepuasan pelanggan.

Kata-kata kunci: kualitas pelayanan, suasana toko, kepuasan pelanggan.



**THE EFFECT OF SERVICE QUALITY AND STORE ATMOSPHERE ON
CUSTOMER SATISFACTION AT ALFAMART MODERN RETAIL,
SAMBANGAN BRANCH**

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Abstract

This research aims to examine the influence of service quality and store atmosphere on customer satisfaction at Alfamart Sambangan Branch, both simultaneously and partially. This research design uses quantitative research using a causal research design. The subject of this research is Alfamart Sambangan Branch and the objects of this research are service quality, shop atmosphere and customer satisfaction. The number of samples in this study was 100 respondents, with sample determination using accidental sampling technique. Data collection methods are through documentation and giving questionnaires. The data analysis method uses multiple linear regression. The research results show that (1) service quality and store atmosphere simultaneously have a significant effect on customer satisfaction. (2) Service quality has a positive and significant effect on customer satisfaction. (3) The store atmosphere has a positive and significant effect on customer satisfaction

Keywords : *customer satisfaction, service quality, store atmosphere*

