

**PENGARUH KUALITAS PELAYANAN DAN *STORE*
ATMOSPHERE TERHADAP KEPUASAN PELANGGAN
KSA TOSERBA SURAPATI**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan dan *store atmosphere* terhadap kepuasan pelanggan KSA Toserba Surapati. Jenis penelitian yang digunakan adalah penelitian kuantitatif dengan desain penelitian kausal, di mana pengujian dilakukan secara parsial dan simultan. Metode pengambilan sampel menggunakan Teknik *purposive sampling*, dengan jumlah sampel sebanyak 120 pelanggan KSA Toserba Surapati. Data dikumpulkan melalui kuesioner yang disebarkan kepada responden KSA Toserba Surapati. Pengolahan data dilakukan dengan menggunakan aplikasi SPSS versi 26. Sebelum melakukan analisis regresi linier berganda, terlebih dahulu dilakukan uji asumsi klasik yang mencakup uji normalitas, uji multikolinieritas, dan uji heteroskedastisitas. Hasil penelitian menunjukkan bahwa: (1) Kualitas pelayanan dan *store atmosphere* berpengaruh signifikan terhadap kepuasan pelanggan KSA Toserba Surapati. (2) Kualitas pelayanan berpengaruh positif signifikan terhadap kepuasan pelanggan KSA Toserba Surapati. (3) *Store atmosphere* berpengaruh positif signifikan terhadap kepuasan pelanggan KSA Toserba Surapati.

Kata-kata kunci : Kualitas pelayanan, *store atmosphere*, kepuasan pelanggan, KSA Toserba Surapati.

***THE EFFECT OF SERVICE QUALITY AND STORE ATMOSPHERE ON
CUSTOMER SATISFACTION KSA TOSERBA SURAPATI***

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ABSTRACT

This study aims to determine the effect of service quality and store atmosphere on customer satisfaction at KSA Toserba Surapati. The type of research used is quantitative research with a causal research design, where testing is carried out partially and simultaneously. The sampling method uses the purposive sampling technique, with a sample size of 120 KSA Toserba Surapati customers. Data were collected through questionnaires distributed to KSA Toserba Surapati respondents. Data processing was carried out using the SPSS version 26 application. Before conducting multiple linear regression analysis, a classical assumption test was first carried out which included a normality test, a multicollinearity test, and a heteroscedasticity test. The results of the study indicate that: (1) Service quality and store atmosphere have a significant effect on customer satisfaction at KSA Toserba Surapati. (2) Service quality has a significant positive effect on customer satisfaction at KSA Toserba Surapati. (3) Store atmosphere has a significant positive effect on customer satisfaction at KSA Toserba Surapati.

Keywords: Service quality, store atmosphere, customer satisfaction, KSA Toserba Surapati.