ABSTRAK

Dedi Elfandar, No.BP 15101155310312, Manajemen Fakultas ekonomi dan Bisnis (2020), Pengaruh Harga, *Store Atmosphere* dan Kualitas Pelayanan terhadap Kepuasan Konsumen Pada Cafe Kinol Bistro Padang, dibawah bimbingan Ibuk Dr. Ir. Zefriyenni, MM dan Ibuk Marta Widian Sari, SE., MM.

Penelitian ini bertujuan untuk menguji seberapa besar Pengaruh Harga, *Store Atmosphere* dan Kualitas Pelayanan terhadap Kepuasan Konsumen Pada Cafe Kinol Bistro Padang. Metode pengumpulan data melalui survei dan mengedarkan kuisioner, dengan sampel 94 responden. Teknik pengambilan sampel yaitu menggunakan *non probability* sampling dengan *purposive* sampling. Metode analisis yang digunakan adalah analisis korelasi dan regresi linear berganda dan menggunakan SPSS 21.

Hasil penelitian yang didapatkan berdasarkan analisis statistik uji t diperoleh Harga, *Store Atmosphere* dan Kualitas Pelayanan secara parsial berpengaruh signifikan terhadap Kepuasan Konsumen dengan (Sig < 0,05). kemudian berdasarkan berdasarkan analisis statistik uji F diperoleh Harga, *Store Atmosphere* dan Kualitas Pelayanan secara bersama- sama berpengaruh signifikan terhadap Kepuasan Konsumen (Sig < 0,05). Kontribusi variabel Harga, *Store Atmosphere* dan Kualitas Pelayanan terhadap Kepuasan Konsumen sebesar 59,8% sedangkan sisanya 40,2% dipengaruhi oleh variabel lain diluar penelitian ini.

Hasil penelitian ini sejalan dengan hasil penelitian **Ariani (2016)** namun bertolak belakang dengan hasil penelitian **Putri (2015)**.

Kata Kunci: Harga, *store atmosphere*, Kualitas Pelayanan, Kepuasan Konsumen

ABSTRACT

Dedi Elfandar, No.BP 15101155310312, Management of the Faculty of Economics and Business (2020), Effect of Price, Store Atmosphere and Service Quality on Consumer Satisfaction at Cafe Kinol Bistro Padang, under the guidance of Ibuk Dr. Ir. Zefriyenni, MM and Ibuk Marta Widian Sari, SE., MM.

This study aims to examine how much influence the Price, Store Atmosphere and Service Quality on Consumer Satisfaction in Cafe Kinol Bistro Padang. Methods of data collection through surveys and distributing questionnaires, with a sample of 94 respondents. The sampling technique is using non probability sampling with purposive sampling. The analytical method used is correlation analysis and multiple linear regression and using SPSS 21.

The results obtained based on the t test statistical analysis obtained Price, Store Atmosphere and Service Quality partially significant effect on Consumer Satisfaction with (Sig <0.05). then based on the F test statistic analysis obtained Price, Store Atmosphere and Service Quality together have a significant effect on Consumer Satisfaction (Sig <0.05). The variable contribution of Price, Store Atmosphere and Service Quality to Consumer Satisfaction was 59.8% while the remaining 40.2% was influenced by other variables outside this study.

The results of this study are in line with the results of **Ariani's (2016)** research, but contrary to the results of **Putri's** study **(2015)**.

Keywords: Price, store atmosphere, Service Quality, Consumer Satisfaction