

**ABSTRAK****PENGARUH *SERVICE QUALITY*, *STORE ATMOSPHERE*,  
*PRODUCT QUALITY* DAN EMOSIONAL KONSUMEN  
TERHADAP KEPUASAN KONSUMEN  
*CHOICE COFFEE & CREATIVE*  
YOGYAKARTA**

Fini Surianita Waruwu  
Universitas Sanata Dharma  
Yogyakarta  
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Penelitian ini bertujuan untuk mengetahui apakah *service quality*, *store atmosphere*, *product quality* dan emosional konsumen secara parsial dan secara simultan berpengaruh terhadap kepuasan konsumen *Choice Coffee & Creative* Yogyakarta. Populasi dalam penelitian ini adalah konsumen *Choice Coffee & Creative* Yogyakarta. Teknik pengambilan sampel adalah *convenience sampling*, data diperoleh dengan membagikan kuesioner kepada 96 responden. Uji instrumen menggunakan uji validitas dan uji reliabilitas. Teknik analisis data dalam penelitian ini adalah regresi linear berganda dengan menggunakan SPSS 25. Hasil penelitian menunjukkan bahwa: 1) *service quality*, *store atmosphere*, *product quality* dan emosional konsumen secara parsial berpengaruh terhadap kepuasan konsumen *Choice Coffee & Creative* Yogyakarta, dan 2) *service quality*, *store atmosphere*, *product quality* dan emosional konsumen secara simultan berpengaruh terhadap kepuasan konsumen *Choice Coffee & Creative* Yogyakarta.

Kata kunci: *service quality*, *store atmosphere*, *product quality*, emosional konsumen, dan kepuasan konsumen.

**ABSTRACT**

**THE INFLUENCE OF SERVICE QUALITY, STORE ATMOSPHERE,  
PRODUCT QUALITY AND EMOTIONAL CONSUMERS  
ON CUSTOMER SATISFACTION  
CHOICE COFFEE & CREATIVE  
YOGYAKARTA**

Fini Surianita Waruwu  
Sanata Dharma University  
Yogyakarta  
2021

This study aims to determine whether service quality, store atmosphere, product quality and consumer emotional partially and simultaneously affect consumer satisfaction of Choice Coffee & Creative Yogyakarta. The population in this study were the consumers of Choice Coffee & Creative Yogyakarta. The sampling technique was convenience sampling, data was obtained by distributing questionnaires to 96 respondents. The instrument test used the validity test and the reliability test. The data analysis technique in this study is multiple linear regression using SPSS 25. The results show that: 1) service quality, store atmosphere, product quality and consumer emotional partially affect consumer satisfaction of Choice Coffee & Creative Yogyakarta, and 2) service quality, store atmosphere, product quality and consumer emotional simultaneously affect customer satisfaction Choice Coffee & Creative Yogyakarta.

Keywords: service quality, store atmosphere, product quality, consumer emotional, and customer satisfaction.