

**ANALISIS PENGARUH CUSTOMER RELATIONSHIP MARKETING,
KUALITAS PELAYANAN, DAN SUASANA KEDAI TERHADAP
KEPUASAN PELANGGAN Studi Pada Pelanggan Ka.Ko Space**

Oleh: Komang Arista
Jurusan Manajemen Fakultas Ekonomi, Universitas Sanata Dharma,
Jl. Mrican, Yogyakarta
E-mail: komangarist716@gmail.com

ABSTRAK

Penelitian ini bertujuan untuk mengetahui: (1) analisis pengaruh *customer relationship marketing* terhadap kepuasan pelanggan, (2) analisis pengaruh kualitas pelayanan terhadap kepuasan pelanggan, (3) analisis pengaruh suasana kedai terhadap kepuasan Pelanggan. Penelitian ini meneliti tentang usaha UMKM KA.KO Space yang berlokasi di desa Tajen, Sidomoyo, Godean, Sleman, D.I Yogyakarta. UMKM KA.KO Space merupakan usaha bisnis kuliner angkringan yang sudah berjalan semenjak 2 tahun yang lalu, dan dijalani oleh organisasi karang taruna Desa Tajen. Penelitian ini berhubungan tentang kepuasan pelanggan pada KA.KO Space. Metode yang digunakan adalah penelitian kuantitatif dan jenis penelitian asosiatif. Populasi pada penelitian ini yaitu pelanggan KA.KO Space minimal melakukan pembelian lebih dari 1 kali. Teknik pengambilan sampel menggunakan *non probability sampling* dengan metode *purposive sampling* yang berjumlah 104 responden, dan data diperoleh dengan membagikan kuesioner secara langsung dengan pelanggan di tempat menggunakan *google form*. Alat analisis data yang digunakan yaitu *software IBM SPSS 26*. Uji kelayakan data menggunakan uji validitas, uji reliabilitas, dan uji asumsi klasik. Teknik analisis data menggunakan uji regresi linier berganda, uji hipotesisi dan uji determinasi R². Hasil penelitian menunjukkan bahwa: (1) *customer relationship marketing* berpengaruh positif dan signifikan terhadap kepuasan pelanggan, (2) kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, (3) suasana kedai berpengaruh positif dan signifikan terhadap kepuasan pelanggan, (4) *customer relationship marketing*, kualitas pelayanan dan suasana kedai berpengaruh positif dan signifikan terhadap kepuasan pelanggan.

Kata Kunci: *Customer Relationship Marketing*, Kualitas Pelayanan, Suasana Kedai dan Kepuasan Pelanggan

ABSTRACT

This study aims to find out: (1) the influence of customer relationship marketing on customer satisfaction, (2) the influence of service quality on customer satisfaction, (3) the influence of store atmosphere on customer satisfaction. This study examines the business of KA.KO Space MSMEs located in Tajen village, Sidomoyo, Godean, Sleman, D.I Yogyakarta. MSME KA.KO Space is an angkringan culinary business that has been running since 2 years ago, and is run by the Tajen Village Youth Organization. This research is related to customer satisfaction in KA.KO Space. The methods used are quantitative research and associative research types. The sample in this study is KA.KO Space customers who made at least 1 purchase. The sampling technique uses non-probability sampling with a purposive sampling method of 104 respondents, and the data was obtained by distributing the questionnaire directly with customers on the spot using a google form. The data analysis tool used is IBM SPSS 26 software. The feasibility test of the data uses validity tests, reliability tests, and classical assumption tests. The data analysis technique used multiple linear regression test, hypothesis test and R2 determination test. The results of the study show that: (1) customer relationship marketing had a positive and significant influence on customer satisfaction, (2) service quality had a positive and significant influence on customer satisfaction, (3) store atmosphere had a positive and significant influence on customer satisfaction, (4) customer relationship marketing, service quality and store atmosphere had a positive and significant influence on customer satisfaction.

Keywords: *Customer Relationship Marketing, Service Quality, Shop Atmosphere and Customer Satisfaction*

