

## ABSTRAK

**PENGARUH LOKASI, *STORE ATMOSPHERE*, DAN KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN PADA CAFÉ BRICK YOGYAKARTA**

Kornelius Emando Devarinda  
Universitas Sanata Dharma  
2022

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh lokasi, *store atmosphere*, dan kualitas pelayanan terhadap kepuasan konsumen. Penelitian dilakukan di Café Brick, Yogyakarta pada tanggal 6-14 November 2021.

Penelitian ini merupakan penelitian *ex-post facto* tipe penelitian kausalitas. Populasi penelitian adalah seluruh pengunjung Café Brick, Yogyakarta. Sampel penelitian sebanyak 50 responden. Teknik penarikan sampel yang digunakan adalah teknik *non-probability sampling*, yaitu *sampling purposive*. Teknik pengumpulan data dilakukan melalui pembagian kuesioner. Teknik analisis data yang digunakan adalah analisis regresi berganda.

Hasil analisis data menunjukkan bahwa: 1) lokasi, *store atmosphere*, dan kualitas pelayanan dapat menjadi prediktor kepuasan konsumen; 2) lokasi berpengaruh positif terhadap kepuasan konsumen; 3) *store atmosphere* berpengaruh positif terhadap kepuasan konsumen; dan 4) kualitas pelayanan berpengaruh positif terhadap kepuasan konsumen.

**Kata kunci:** lokasi, *store atmosphere*, kualitas pelayanan, kepuasan konsumen.

**ABSTRACT**

***THE EFFECT OF LOCATION, STORE ATMOSPHERE, AND SERVICE QUALITY ON CUSTOMER SATISFACTION IN CAFE BRICK, YOGYAKARTA***

Kornelius Emando Devarinda  
Sanata Dharma University  
2022

*The aim of this research was to examine and analyze the effect of location, store atmosphere, and service quality on customer satisfaction. This reseach was conducted in Café Brick, Yogyakarta, on November 6<sup>th</sup> until 14<sup>th</sup>, 2021.*

*This research is an ex-post facto research, the type is causal research. The defined research population is all of Café Brick's visitors. The research sample covered 50 respondents. The research sampling technique is non-probability sampling technique, specifically is purposive sampling. The data collection technique is questionnaire. The data analyze technique is multiple regression analysis.*

*The results of data analysis showed that: 1) location, store atmosphere, and service quality could be predictors of customer satisfaction; 2) location had a positive effect on customer satisfaction; 3) store atmosphere had a positive effect on customer satisfaction; and 4) service quality had a positive effect on customer satisfaction.*

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