ABSTRAK

Noviana, 2022   :Suasana Cafe, Lokasi, Dan Kualitas Pelayanan. Tim Promotor : Akhirman, S.Sos, MM dan Risdy Absari Indah Pratiwi, SE.,M.Si

Penelitian ini bertujuan untuk menjelaskan suasana Cafe, lokasi, kualitas pelayanan terhadap kepuasan konsumen. Populasi didalam penelitian adalah 100 orang konsumen pada Cafe MinumLok Kota Tanjungpinang. Pengambilan sampel dengan teknik jenuh, maka jumlah sampel sebanyak 100 konsumen. Jenis penelitian ini adalah penelitian kuantitatif. Pada kuesioner dilakukan test validitas dan realibilitas. Data dianalisis menggunakan analisis regresi linear berganda, termasuk uji t, uji F dan koefisien determinasi. Hasil penelitian menunjukkan bahwa secara parsial variabel Suasana Cafe (X1), Lokasi (X2), dan Kualitas Pelayanan (X3) berpengaruh signifikan terhadap Kepuasan Konsumen (Y). Hasil uji F diperoleh nilai F hitung 9.333 dengan nilai F tabel 2.699 mengidentifikasi bahwa variabel Suasana Cafe, Lokasi, dan Kualitas Pelayanan secara silmutan berpengaruh signifikan terhadap variabel Kepuasan Konsumen (Y). Berdasarkan Uji koefisien determinasi, sekitar 22,6% variabel Kepuasan Konsumen dipengaruhi oleh variabel Suasana Cafe, Lokasi, dan Kualitas Pelayanan. Sisanya 77,4% dipengaruhi oleh faktor lainnya yang tidak dijelaskan dalam penelitian ini.

Kata Kunci : Pengaruh Suasana Cafe, Lokasi, dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Di Cafe Minumlok Kota Tanjungpinang.

ABSTRACT

Noviana, 2022   *: The Effect of Cafe Atmosphere, Location, and Service Quality on Consumer Satisfaction at the Drinking Lot Cafe, Tanjungpinang City. Promoter Team : Akhirman, S.Sos, MM and Risdy Absari Indah Pratiwi, SE.,M.Si*

This study aims to explain the Cafe atmosphere, location, service quality to customer satisfaction. The population in the study were 100 employees consumers at the Drinking Lok Cafe Tanjungpinang City. Sampling with the saturated technique, the number of samples as many as 100 employees. This type of research is quantitative research. In the questionnaire, validity and reliability tests were carried out. Data were analyzed using multiple linear regression analysis, including t test, F test and coefficient of determination. The results showed that partially the variables of Training Role (X1), Work Culture (X2), and Job Satisfaction (X3) had a significant effect on Work Productivity (Y). The results of the F test obtained that the calculated F value is 9.333 with an F table value of 2,699 identifying that the variables of Training Role, Work Culture, and Job Satisfaction simultaneously have a significant effect on the Work Productivity variable (Y). Based on the coefficient of determination test, about 22.6% of the work productivity variable is influenced by the variables of the role of training, work culture, and job satisfaction. The remaining 77,4% was influenced by other factors not described in this study.

Keywords : The Effect of Cafe Atmosphere, Location, and Service Quality on Consumer Satisfaction at the Drinking Lot Cafe, Tanjungpinang City.