

ABSTRAK

Dalam beberapa tahun terakhir perkembangan dunia bisnis di Indonesia semakin berkembang pesat khususnya pada usaha Retail yang mulai banyak berkembang di berbagai kota - kota besar. Tujuan dari penelitian ini dilakukan pada pelanggan toko SRC (Sampoerna Retail Community) Marji di Kecamatan Waru. Penelitian ini bertujuan untuk mengetahui pengaruh suasana toko, kelengkapan produk dan lokasi terhadap kepuasan pelanggan. Dalam penelitian ini data dikumpulkan dengan alat bantu berupa kuesioner terhadap 95 responden dengan teknik *insidental sampling*. Analisis yang digunakan dalam penelitian ini meliputi uji instrumen (uji validitas dan uji reliabilitas), analisis regresi linier berganda, uji asumsi klasik dan uji hipotesis (uji-t dan uji-F). hasil penelitian ini menunjukkan suasana toko, kelengkapan produk dan lokasi berpengaruh simultan terhadap kepuasan pelanggan. Secara parsial suasana toko, kelengkapan produk dan lokasi berpengaruh positif terhadap kepuasan pelanggan.

Kata Kunci : Suasana Toko, Kelengkapan Produk, Lokasi, dan Kepuasan Pelanggan

ABSTRACT

In the last few years, the development of the business world in Indonesia has grown rapidly, especially in the retail business which has begun to develop in many big cities. The purpose of this research was carried out on the customer of the SRC (Sampoerna Retail Community) Marji at the waru district store. This study aims to determine the effect of shop atmosphere, product completeness and location on customer satisfaction. In this study, data were collected using a questionnaire to 95 respondents using incidental sampling technique. The analysis used in this study includes instrument testing (validity and reliability tests), multiple linear regression analysis, classical assumption tests and hypothesis testing (t-test and F-test). The results of this study indicate that the shop atmosphere, product completeness and location have a simultaneous effect on customer satisfaction. Partially, shop atmosphere, product completeness and location have a positive effect on customer satisfaction.

Keywords: Shop Condition, Product Completeness, Location, and Customer Satisfaction.