

**Pengaruh Kualitas Pelayanan, Kualitas Produk, Lokasi, Dan Store
Atmosphere Terhadap Kepuasan Konsumen Di Coffee Shop
Opus Ex Animo Sidoarjo**

***The Influence of Service Quality, Product Quality, Location, and Store
Atmosphere on Customer Satisfaction at Coffee Shop
Opus Ex Animo Sidoarjo***

Danni Darmawan

*Study Program of Agroindustrial Management
Department of Agribusiness Management*

ABSTRACT

This research was conducted due to the rapid development of the food and beverage industry in Java Island, especially in Sidoarjo Regency. This phenomenon is manifested through the increasing number of restaurants, cafes, and coffee shops emerging in the Sidoarjo Regency area, including Coffee Shop Opus Ex Animo Sidoarjo. The purpose of this study is to analyze and test the influence of Service Quality (X_1), Product Quality (X_2), Location (X_3), and Store Atmosphere (X_4) on the level of consumer satisfaction at Coffee Shop Opus Ex Animo Sidoarjo. The population focused on in this research is all consumers who make dine-in purchases, with a sample size of 50 respondents. The analysis method used in this research is multiple linear regression analysis with SPSS 22.0 as the tool. The results of this study can show that the independent variables including Service Quality (X_1), Product Quality (X_2), Location (X_3), and Store Atmosphere (X_4) collectively have a significant effect on the dependent variable, namely Consumer Satisfaction (Y) with value $F_{count} 49.505 > F_{table} 2.58$. Partially, the independent variables including Service Quality (X_1), Product Quality (X_2), Location (X_3), and Store Atmosphere (X_4) have a significant effect on the dependent variable, Consumer Satisfaction (Y). The variable that has a dominant influence on consumer satisfaction at Coffee Shop Opus Ex Animo Sidoarjo is the Location variable (X_3) with a positive value of 0.480.

Keywords: Customer Satisfaction, Service Quality, Product Quality, Location, Store Atmosphere, and Coffee Shop