

ABSTRAK

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Program Studi : Manajemen
Judul : Pengaruh Kualitas Pelayanan, Kualitas Produk, Harga dan *Store Atmosphere* Terhadap Keunggulan Bersaing Warung Kupie Tem Lhokseumawe

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan, kualitas produk, harga dan *store atmosphere* terhadap keunggulan bersaing Warung Kupie Tem Lhokseumawe. Metode yang digunakan adalah kuantitatif dengan pendekatan survei. Data dikumpulkan melalui kuesioner yang dibagikan kepada 120 responden yang dipilih dengan teknik pengambilan sampel non probability. Analisis data dilakukan menggunakan Regresi Linier Berganda dan juga pengujian hipotesis. Hasil penelitian menunjukkan bahwa semua variabel independen berpengaruh positif dan signifikan terhadap keunggulan bersaing. Kualitas pelayanan mempengaruhi keunggulan bersaing dengan koefisien (0,226), diikuti oleh kualitas produk (0,555) menunjukkan pentingnya nilai yang diterima pelanggan, selanjutnya harga (0,361), dan *Store atmosphere* (0,088) mempengaruhi keunggulan bersaing. Temuan penelitian ini mengindikasikan bahwa kualitas pelayanan, kualitas produk, harga dan *store atmosphere* memiliki peran penting dalam membentuk keunggulan bersaing Warung Kupie Tem Lhokseumawe. Hasil ini memberikan implikasi strategis bagi pengelola Warung Kupie Tem untuk meningkatkan aspek-aspek tersebut guna memperkuat daya saing di tengah ketatnya persaingan warung kopi di Kota Lhokseumawe.

Kata kunci : Kualitas Pelayanan, Kualitas Produk, Harga, *Store Atmosphere*, Keunggulan Bersaing, warung kupie tem

ABSTRACT

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Title : *The Influence of Service Quality, Product Quality, Price, and Store Atmosphere on the Competitive Advantage of Warung Kupie Tem Lhokseumawe*

This study aims to analyze the influence of service quality, product quality, price, and store atmosphere on the competitive advantage of Warung Kupie Tem Lhokseumawe. The method used is quantitative with a survey approach. Data was collected through a questionnaire distributed to 120 respondents selected using non-probability sampling techniques. Data analysis was conducted using Multiple Linear Regression and hypothesis testing. The results of the study indicate that all independent variables have a positive and significant effect on competitive advantage. Service quality influences competitive advantage with a coefficient of (0.226), followed by product quality (0.555), indicating the importance of customer perceived value, then price (0.361), and store atmosphere (0.088) influence competitive advantage. The findings of this study indicate that service quality, product quality, price, and store atmosphere play a crucial role in shaping the competitive advantage of Warung Kupie Tem Lhokseumawe. These results provide strategic implications for the management of Warung Kupie Tem to enhance these aspects to strengthen their competitive edge amid the intense competition among coffee shops in Lhokseumawe City.

Keywords : *Service Quality, Product Quality, Price, Store Atmosphere, Competitive Advantage, warung kupie tem*