

ABSTRAK

Nama : Nur Amalia
Program Studi : Manajemen
Judul : Pengaruh Kualitas Produk, *Service Quality*, dan *Store Atmosphere* terhadap Kepuasan Pelanggan di Havana Garden Coffee Kabupaten Bireuen

Perkembangan industri kedai kopi di Indonesia menunjukkan tren peningkatan dalam beberapa tahun terakhir, seiring dengan meningkatnya minat masyarakat terhadap budaya ngopi dan tempat bersantai yang nyaman. Namun, pertumbuhan tersebut belum diimbangi dengan pemerataan kualitas layanan di berbagai wilayah, termasuk di Kabupaten Bireuen, Provinsi Aceh, yang mulai dipenuhi dengan berbagai usaha kedai kopi (coffee shop) namun masih menghadapi tantangan dalam memenuhi ekspektasi pelanggan secara konsisten. Salah satu coffee shop yang cukup populer di Kabupaten Bireuen adalah Havana Garden Coffee. Meskipun memiliki lokasi strategis dan konsep kekinian, pelanggan masih mengeluhkan ketidakkonsistenan rasa makanan dan minuman, kurangnya keramahan dalam pelayanan, serta suasana tempat yang belum sepenuhnya nyaman. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, *service quality*, dan *store atmosphere* terhadap kepuasan pelanggan di Havana Garden Coffee Kabupaten Bireuen. Pendekatan kuantitatif digunakan dalam penelitian ini dengan metode survei melalui penyebaran kuesioner secara langsung kepada 102 responden yang telah mengunjungi Havana Garden Coffee minimal satu kali. Teknik analisis data dilakukan menggunakan *Structural Equation Modeling* (SEM) berbasis *Partial Least Square* (PLS) dengan bantuan aplikasi SmartPLS versi 4.0. Hasil penelitian menunjukkan bahwa kualitas produk, *service quality*, dan *store atmosphere* masing-masing berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Temuan ini mengindikasikan bahwa konsistensi rasa, pelayanan yang responsif dan sopan, serta suasana tempat yang mendukung kenyamanan menjadi faktor penting dalam membentuk kepuasan pelanggan.

Kata kunci: Kualitas Produk, *Service Quality*, *Store Atmosphere*, Kepuasan Pelanggan, Havana Garden Coffee

ABSTRACT

Name : Nur Amalia
Study Program : Management
Title : *The Effect of Product Quality, Service Quality, and Store Atmosphere on Customer Satisfaction at Havana Garden Coffee, Bireuen Regency*

The development of the coffee shop industry in Indonesia has shown an upward trend in recent years, along with the increasing public interest in coffee culture and comfortable places to relax. However, this growth has not been matched by an equal distribution of service quality across various regions, including Bireuen Regency, Aceh Province, which is starting to be filled with various coffee shop businesses but still faces challenges in consistently meeting customer expectations. One of the quite popular coffee shops in Bireuen Regency is Havana Garden Coffee. Despite its strategic location and contemporary concept, customers still complain about inconsistent food and beverage taste, lack of friendliness in service, and a less than fully comfortable atmosphere. This study aims to analyze the effect of product quality, service quality, and store atmosphere on customer satisfaction at Havana Garden Coffee in Bireuen Regency. A quantitative approach was used in this study with a survey method through direct distribution of questionnaires to 102 respondents who had visited Havana Garden Coffee at least once. The data analysis technique was carried out using Structural Equation Modeling (SEM) based on Partial Least Square with the help of the SmartPLS application version 4.0. The research results show that product quality, service quality, and store atmosphere each have a positive and significant influence on customer satisfaction. These findings indicate that consistent taste, responsive and courteous service, and a comfortable atmosphere are important factors in shaping customer satisfaction.

Keywords: *Product Quality, Service Quality, Store Atmosphere, Customer Satisfaction, Havana Garden Coffee*