

RINGKASAN

Penelitian ini merupakan jenis penelitian kuantitatif pada konsumen Adaptasi Kopi Purwokerto. Penelitian ini mengambil judul : "Pengaruh Kualitas Layanan, Kualitas Produk, dan Suasana Toko terhadap Kepuasan Konsumen dan Dampaknya terhadap Word Of Mouth (Studi Pada Konsumen Adaptasi Kopi Purwokerto)".

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh variabel kualitas layanan, kualitas produk, suasana toko terhadap kepuasan konsumen dan dampaknya terhadap word of mouth. Populasi yang digunakan dalam penelitian ini adalah konsumen konsumen yang pernah mengunjungi Adaptasi kopi Purwokerto. Jumlah sampel dalam penelitian ini adalah 106 konsumen. Penentuan sampel menggunakan purposive sampling method.

Berdasarkan hasil data yang telah diolah menggunakan SPSS (Statistical Program for Social Science) menunjukkan hasil pernyataan bahwa variabel kualitas layana berpengaruh positif dan signifikan terhadap kepuasan konsumen, variabel kualitas produk berpengaruh positif dan signifikan terhadap kepuasan konsumen, variabel suasana toko tidak berpengaruh signifikan terhadap kepuasan konsumen, Variabel kepuasan konsumen berpengaruh positif dan signifikan terhadap word of mouth.

Adaptasi Kopi Purwokerto harus meningkatkan kualitas layanan, kualitas produk, tanpa harus mempertimbangkan suasan toko untuk meningkatkan kepuasan konsumen, dengan meningkatnya kepuasan konsumen berdampak langsung terhadap word of mouth secara positif.

Keywords: Kualitas Layanan, Kualitas produk, Suasana Toko, Kepuasan Konsumen, *Word Of Mouth*.

SUMMARY

This research is a kind of quantitative research at consumers of Adaptasi Coffee Purwokerto. The researcher took the title: "The Influence of Service Quality, Product Quality, and Store Atmosphere on Consumer Satisfaction and Its Impact on Word Of Mouth (Study on Consumers Adaptasi Coffee Purwokerto)".

The purpose of this study is to analyze the effect of variable service quality, product quality, store atmosphere on customer satisfaction and its impact on word of mouth. The population used in this study was consumer consumers who had visited the Adaptasi Coffee Purwokerto. The number of samples in this study were 106 consumers.

Determination of the sample using purposive sampling method. Based on the results of data that have been processed using SPSS (Statistical Program for Social Science) shows the results of the statement that service quality variables have a positive and significant effect on customer satisfaction, product quality variables have a positive and significant effect on customer satisfaction, store atmosphere variables have no significant effect on customer satisfaction , Variable customer satisfaction has a positive and significant effect on word of mouth.

Adaptasi Coffee Purwokerto must improve service quality, product quality, without having to consider the store environment to increase customer satisfaction, with increasing customer satisfaction a direct impact on word of mouth positively.

Keywords: Service Quality, Product Quality, Store Atmosphere, Consumer Satisfaction, Word Of Mouth