

ABSTRAK

Kartika Ulfah, Pengaruh *Store Atmosphere*, *Perceived Value*, dan *Promotion* Terhadap Kepuasan Pelanggan Street Food Festival di Jakarta Periode 2017. (Dibimbing oleh Ir. Jatmiko, MM, MBA).

Pertumbuhan pesat di industri makanan, khususnya restoran membuat pebisnis sadar akan posisi persaingan industri sehingga mereka harus mempertahankan keunggulan bersaing. Penelitian ini bertujuan untuk, mengetahui bagaimana pengaruh *store atmosphere* terhadap kepuasan pelanggan, bagaimana pengaruh *perceived value* terhadap kepuasan pelanggan, bagaimana *promotion* berpengaruh terhadap kepuasan pelanggan, dan bagaimana pengaruh *store atmosphere*, *perceived value* dan *promotion* terhadap kepuasan pelanggan.

Populasi penelitian ini adalah seluruh yang berkunjung ke Street Food Festival di Food Centrum – Sunter, Jakarta Utara. Dan pengambilan sample dilakukan dengan menggunakan metode Haier. Analisis data dilakukan dengan menggunakan analisis regresi berganda.

Hasil penelitian Terdapat pengaruh signifikan *Store Atmosphere* terhadap Kepuasan Pelanggan Street Food Festival di Food Centrum – Sunter, Jakarta Utara dari t hitung sebesar $4.536 > 1,69$ dan nilai sig $.000 < 0,05$, Terdapat pengaruh signifikan *Perceived Value* terhadap Kepuasan Pelanggan Street Food Festival di Food Centrum – Sunter, Jakarta Utara dari t hitung sebesar $7.334 > 1,69$ dan nilai sig $.000 < 0,05$, Tidak terdapat pengaruh signifikan *Promotion* terhadap Kepuasan Pelanggan Street Food Festival di Food Centrum – Sunter, Jakarta Utara dari t hitung sebesar $-0,062 < 1,69$ dan nilai sig $0,951 > 0,05$, dengan variabel *perceived value* yang paling berpengaruh terhadap kepuasan pelanggan. Selain itu dari hasil penelitian diketahui Kepuasan Pelanggan Street Food Festival di Food Centrum – Sunter, Jakarta Utara dipengaruhi oleh *Store Atmosphere*, *Perceived Value*, dan *Promotion* sebesar 51,8%, dan sisanya sebesar 48,2% dipengaruhi oleh faktor-faktor yang lain.

Kata kunci: *Store Atmosphere*, *Perceived Value*, *Promotion*, Kepuasan Pelanggan

ABSTRACT

Kartika Ulfah, Influence Store Atmosphere, Perceived Value, and Promotion to Street Food Street Customer Satisfaction in Jakarta Period 2017. (Guided by Ir. Jatmiko, MM, MBA).

The rapid growth of food industry, especially the restaurant, makes the businessman aware of the competitive position of the industry so they have to maintain the competitive advantage. The objective of this research is to know how the influence of store atmosphere on customer satisfaction, how perceived value influence to customer satisfaction, how promotion affects customer satisfaction, and how the influence of store atmosphere, perceived value and promotion of customer satisfaction.

The population of this study were all who visited the Street Food Festival at Food Centrum - Sunter, North Jakarta. And the sampling is done using Haier method. Data analysis was done by using multiple regression analysis.

Result of research There is significant influence of Store Atmosphere to Street Food Street Customer Satisfaction at Food Centrum - Sunter, North Jakarta from t count equal to $4,536 > 1,69$ and sig value $< 0,05$, There is significant influence of Perceived Value to Street Food Customer Satisfaction Festival in Food Centrum - Sunter, North Jakarta from t count equal to $7,334 > 1,69$ and sig value $< 0,05$, No significant influence of Promotion to Street Food Festivities Satisfaction at Food Centrum - Sunter, North Jakarta from t arithmetic equal to $-0.062 < 1.69$ and the value of sig $0.951 > 0.05$, with the percive value variable that has the most influence on customer satisfaction. In addition, from the results of the research known Customer Satisfaction Street Food Festival at Food Centrum - Sunter, North Jakarta is influenced by Store Atmosphere, Perceived Value, and Promotion of 51.8%, and the rest of 48.2% influenced by other factors.

Keywords: Store Atmosphere, Perceived Value, Promotion, Customer Satisfaction