

ABSTRAK

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Pengaruh Cita Rasa, Harga dan Suasana Toko Terhadap Kepuasan Pelanggan Pada *Cafe* Kokopi Omah Kopi Rawasari Serta Tinjauannya Dari Sudut Pandang Islam (Studi Pada Pengunjung *Cafe* Kokopi Omah Kopi Rawasari)

111 halaman + xvii halaman + 24 tabel + 4 gambar, dan 7 lampiran

Uraian Abstrak

Tujuan dari penelitian ini ialah untuk mengetahui pengaruh cita rasa, harga dan suasana toko terhadap kepuasan pelanggan pada *cafe* Kokopi Omah Kopi Rawasari secara parsial dan simultan. Populasi dalam penelitian ini adalah pengunjung *cafe* Kokopi Omah Kopi Rawasari. Teknik pengambilan sampel yang digunakan adalah teknik sampel *purposive sampling* dan penetapan ukuran sampel menggunakan rumus *hair*. Ukuran sampel dalam penelitian ini sebanyak 85 responden. Data dikumpulkan dengan penyebaran kuesioner. Metode analisis data yang digunakan yaitu analisis regresi berganda, uji t (parsial) dan uji F (simultan). Hasil penelitian menunjukkan bahwa: (1) cita rasa berpengaruh positif dan signifikan terhadap kepuasan pelanggan. (2) harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan. (3) suasana tokoberpengaruh positif dan signifikan terhadap kepuasan pelanggan. (4) cita rasa, harga dan suasana toko berpengaruh secara simultan terhadap kepuasan pelanggan. Dalam sudut pandang Islam, kegiatan usaha (bisnis) yang terkait dengan cita rasa, harga dan suasana toko yang ada dan berlaku di *cafe* Kokopi Omah Kopi Rawasari tidak bertentangan dengan syariah Islam karena terdapat unsur *antarodin* antara penjual dan pembeli serta tidak adanya unsur penipuan, kehalalan produk dan terdapat kesadaran dalam menjaga lingkungan.

Kata Kunci: Cita Rasa, Harga, Suasana Toko Dan Kepuasan Pelanggan, Perspektif Islam.

ABSTRACT

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The Influence of Taste, Price, and Store Atmosphere On Customer Satisfaction at the Kokopi Omah Kopi Rawasari Cafe and Its Review From Islamic Point Of View (Study on Cafe Kokopi Omah Kopi Rawasari Visitors)

111pages + xviiipages + 24 tables + 4pictures, dan 7 attachments.

Abstract Description

The purpose of this study was to determine the effect of taste, price and store atmosphere on customer satisfaction at the cafe Kokopi Omah Kopi Rawasari partially and simultaneously. The population in this study were visitors to the cafe Kokopi Omah Kopi Rawasari. The sampling technique used was purposive sampling technique and the sample size was determined using the hair formula. The sample size in this study were 85 respondents. Data were collected by distributing questionnaires. The data analysis method used is multiple regression analysis, t test (partial) and F test (simultaneous). The results showed that: (1) taste had a positive and significant effect on customer satisfaction. (2) price has a positive and significant effect on customer satisfaction. (3) store atmosphere has a positive and significant effect on customer satisfaction. (4) Taste, price and shop atmosphere variables simultaneously influence customer satisfaction. From an Islamic point of view, business activities (business) related to the taste, price and atmosphere of the existing shop and prevailing at the Kokopi Omah Kopi Rawasari cafe do not conflict with Islamic sharia because there are interodin elements between the seller and the buyer and there is no element of fraud, halalness. products and there is awareness in protecting the environment.

Keywords : Taste, Price, Store Atmosphere AndCustomer Satisfaction, Islamic Prespective.