

ABSTRAK

Toko Netral merupakan salah satu toko ritel lokal yang memiliki peran penting dalam memenuhi kebutuhan masyarakat di Kecamatan Kunir, khususnya dalam menyediakan produk *fashion* yang sesuai kebutuhan dan selera masyarakat. Penelitian ini bertujuan untuk menganalisis pengaruh *store atmosphere*, kualitas pelayanan, dan lokasi terhadap kepuasan konsumen. Penelitian ini menggunakan pendekatan kuantitatif. Karena total populasi tidak dapat dipastikan secara jelas, metode yang dipakai dalam pengambilan sampel adalah *accidental sampling*. Data dikumpulkan melalui penyebaran kuesioner kepada 80 responden yang memiliki pengalaman berbelanja di toko Netral. Data dianalisis menggunakan metode regresi linier berganda guna menguji hipotesis yang diajukan. Temuan penelitian mengungkapkan bahwa *store atmosphere*, kualitas pelayanan, dan lokasi memberikan pengaruh positif dan signifikan terhadap tingkat kepuasan konsumen.

Kata Kunci: *Store atmosphere*, Kualitas Pelayanan, Lokasi, Kepuasan Konsumen



ABSTACT

Netral Store is one of the local retail stores that plays an important role in meeting the needs of the community in Kunir District, particularly in providing fashion products that match the preferences and needs of the local population. This study aims to analyze the influence of store atmosphere, service quality, and location on customer satisfaction. A quantitative approach was employed in this research. Since the total population could not be clearly determined, the sampling technique used was accidental sampling. Data were collected through questionnaires distributed to 80 respondents who had shopping experience at Netral Store. The data were then analyzed using multiple linear regression to test the proposed hypotheses. The findings reveal that store atmosphere, service quality, and location have a positive and significant influence on customer satisfaction.

Keyword: *Store atmosphere, Service Quality, Store Location, Customer Satisfaction*

