

Abstrak :

Perkembangan industri kedai kopi semakin pesat di kawasan perdesaan, termasuk di Desa Pulo, Kabupaten Lumajang, yang ditandai dengan meningkatnya jumlah usaha kuliner, salah satunya Cafe Fotokopi. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan, *customer experience*, dan *store atmosphere* terhadap kepuasan konsumen. Penelitian menggunakan pendekatan kuantitatif dengan metode survei pada 80 responden yang pernah mengunjungi Cafe Fotokopi. Data diperoleh melalui kuesioner dan dianalisis menggunakan regresi linier berganda. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*, yaitu pemilihan responden berdasarkan kriteria tertentu yang relevan dengan tujuan penelitian. Hasil penelitian menunjukkan bahwa ketiga variabel bebas tersebut berpengaruh positif dan signifikan terhadap kepuasan konsumen. Nilai koefisien determinasi (R^2) sebesar 0,625 mengindikasikan bahwa 62,5% variasi kepuasan konsumen dapat dijelaskan oleh kualitas pelayanan, *customer experience*, dan *store atmosphere*, sedangkan sisanya dipengaruhi oleh faktor lain di luar penelitian. Temuan ini mendukung teori *Theory of Planned Behavior* (TPB) yang menjelaskan bahwa persepsi dan pengalaman individu membentuk sikap, niat, serta perilaku yang berujung pada kepuasan. Penelitian ini memberikan implikasi praktis bagi pengelola Cafe Fotokopi untuk meningkatkan kualitas layanan dan menciptakan suasana yang nyaman, serta dapat dijadikan acuan pengembangan usaha kedai kopi di wilayah perdesaan.

Kata kunci: *Customer Experience*, Kualitas pelayanan, Kepuasan Konsumen, dan *Store Atmosphere*

Abstract :

The coffee shop industry is growing rapidly in rural areas, including in Pulo Village, Lumajang Regency, marked by the increasing number of culinary businesses, one of which is Cafe Fotokopi. This study aims to analyze the influence of service quality, customer experience, and store atmosphere on customer satisfaction. The study used a quantitative approach with a survey method on 80 respondents who had visited Cafe Fotokopi. Data were obtained through questionnaires and analyzed using multiple linear regression. The sampling technique used was purposive sampling, which is selecting respondents based on certain criteria relevant to the research objectives. The results showed that the three independent variables had a positive and significant effect on customer satisfaction. The coefficient of determination (R^2) value of 0.625 indicates that 62.5% of the variation in customer satisfaction can be explained by service quality, customer experience, and store atmosphere, while the remainder is influenced by other factors outside the study. These findings support the Theory of Planned Behavior (TPB), which explains that individual perceptions and experiences shape attitudes, intentions, and behaviors that lead to satisfaction. This research provides practical implications for photocopy cafe managers to improve service quality and create a comfortable atmosphere, and can be used as a reference for developing coffee shop businesses in rural areas.

Keywords: Consumer Satisfaction, Customer Experience, Service Quality, Store Atmosphere,