

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *store atmosphere*, *Price discount*, dan kualitas pelayanan terhadap kepuasan pelanggan SK Mart dan SAS Mart Kecamatan Yosowilangun. Populasi pada penelitian ini adalah semua pelanggan di toko SK Mart dan SAS Mart dengan 120 responden yang dibagi dua toko. Data dikumpulkan dengan menggunakan kuesioner. Metode penelitian yang digunakan adalah *puspositive sampling*. Dianalisis dengan regresi linier berganda. Data analisis menunjukkan bahwa tiga vaktor variabel independen, *store atmosphere* (X1) *price discount* (X2) kualitas pelayanan (X3) berpengaruh signifikan terhadap kepuasan pelanggan(Y) SK Mart dan SAS Mart. Secara Bersama-sama atau simultan tiga variabel independen, *store atmosphere* (X1) *price discount* (X2) kualitas pelayanan (X3) berpengaruh signifikan terhadap kepuasan pelanggan (Y) SK Mart dan SAS Mart Kecamatan Yosowilangun

Kata Kunci : Store Atmosphere, Price Discount , Kualitas Pelayanan, Kepuasan Pelanggan, SK Mart Dan SAS Mart

ABSTRACT

This study aims to determine the effect of store atmosphere, price discounts, and service quality on customer satisfaction at SK Mart and SAS Mart in Yosowilangun District. The population in this study consists of all customers at SK Mart and SAS Mart, with 120 respondents divided between the two stores. Data were collected using questionnaires. The research method used was purposive sampling, and the data were analyzed using multiple linear regression. The analysis results show that the three independent variables—store atmosphere (X1), price discount (X2), and service quality (X3)—have a significant effect on customer satisfaction (Y) at SK Mart and SAS Mart. Simultaneously, the three independent variables also significantly affect customer satisfaction (Y) at SK Mart and SAS Mart in Yosowilangun District.

Keywords: *Store Atmosphere, Price Discount, Service Quality, Customer Satisfaction, SK Mart and SAS Mart*