

ABSTRACT

Recently, drinking coffee has become part of the lifestyle. The competition is getting more challenging because the number of coffee shops in each region is increasing. Depok is one of the cities with many coffee shops, one of which is Kopi Nako Depok. which was established in 2019. Various things have been experienced by Kopi Nako Depok, ranging from a decrease in the number of visitors to the receipt of many complaints. Kopi Nako must compete with other coffee shops in increasing consumer buying interest and customer satisfaction.

This study aims to determine the effect of product quality, service quality, and store atmosphere on customer satisfaction through purchase intention as an intervening variable. The sampling technique in this study is non-probability sampling with a purposive sampling procedure. A total of 140 respondents were obtained through the distribution of online questionnaires. The respondents of this study are people who live in Depok and have visited Kopi Nako Depok at least once. The data were analyzed using the structural equation modeling (SEM) method with the program of analysis moment of structural (AMOS) version 24.

This study found that product quality, service quality, and store atmosphere have a positive and significant influence on purchase intention. Product quality, service quality, and store atmosphere have a positive and significant influence on customer satisfaction. Purchase intention has a positive influence on customer satisfaction. Therefore, it can be concluded that all research hypotheses are accepted and are expected to be a reference for Kopi Nako Depok in order to increase the purchase intention and customer satisfaction of its customers. The managerial implications of this research are expected to be a consideration and improvement for Kopi Nako Depok in managing the café by checking the facilities regularly, paying more attention to product hygiene, and conducting employee training.

Keywords: product quality, service quality, store atmosphere, purchase intention, customer satisfaction