

ABSTRACT

This study aims to determine the effect of service quality and hedonic shopping motives on customer satisfaction (Customer Study at Antisara Vape Shop Denpasar City).

This research was conducted using a survey method with a Google Form questionnaire to customers at Antisara Vape Shop in Denpasar City and analyzed by multiple linear regression using the SPSS For Windows Version 26.0 application, namely by processing descriptive analysis data, and multiple regression analysis. The number of samples used was 120 customers who met the specified criteria.

The results showed that service quality has an effect on customer satisfaction. the better the service quality provided by employees, it will increase customer satisfaction. and hedonic shopping motives affect customer satisfaction. the higher the level of hedonic value in the shopping experience, the greater the possibility of increasing the level of customer satisfaction.

Keywords: Service Quality, Hedonic Shopping Motive, Customer Satisfaction, and Shopping Experience.

