

**PENGARUH KUALITAS PELAYANAN DAN SUASANA TOKO
TERHADAP KEPUASAN PELANGGAN JOGJA BILLIARD DI KOTA
YOGYAKARTA**

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INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan dan suasana toko terhadap kepuasan pelanggan pada Jogja Billiard di Kota Yogyakarta. Kepuasan pelanggan menjadi elemen penting dalam mempertahankan loyalitas dan daya saing dalam industri jasa hiburan, khususnya rumah billiard. Penelitian ini menggunakan pendekatan kuantitatif dengan metode *explanatory research*. Sampel sebanyak 150 responden diperoleh menggunakan teknik *purposive sampling*. Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, serta sikap empati karyawan. Selain itu, suasana toko juga berpengaruh secara positif dan signifikan terhadap kepuasan pelanggan. Kedua variabel memberikan kontribusi sebesar 73% terhadap kepuasan pelanggan.

Kata Kunci: Kualitas Pelayanan, Suasana Toko, Kepuasan Pelanggan, Jogja Billiard, Pemasaran Jasa.

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**THE INFLUENCE OF SERVICE QUALITY AND STORE ATMOSPHERE
ON CUSTOMER SATISFACTION AT JOGJA BILLIARD IN
YOGYAKARTA**

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ABSTRACT

This study aims to analyze the influence of service quality and store atmosphere on customer satisfaction at Jogja Billiard in Yogyakarta City. Customer satisfaction is a crucial element in maintaining loyalty and competitiveness in the entertainment service industry, particularly in billiard establishments. This research employs a quantitative approach using explanatory research methods. A sample of 150 respondents was obtained using purposive sampling techniques. The results show that service quality has a positive and significant effect on customer satisfaction. Additionally, the store atmosphere also has a positive and significant effect on customer satisfaction. Both variables contribute 73% to customer satisfaction.

Keywords: *Service Quality, Store Atmosphere, Customer Satisfaction, Jogja Billiard, Service Marketing.*

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