

ABSTRAK

Penelitian bertujuan untuk menganalisis Pengaruh *Brand Image*, *Store Atmosphere* Terhadap *Consumer Satisfaction* di CFC Cabang Griya Pahlawan. Penelitian menggunakan metode kuantitatif, dengan Teknik Non-Probability sampling dengan software SPSS 26. Total sampel sebanyak 95 responden. Kriteria responden adalah yang pernah membeli produk di CFC Cabang Griya Pahlawan dengan Teknik menyebarkan kuisioner. Analisis data yang digunakan yaitu Uji Validitas, Reabilitas, Uji asumsi klasik, analisis linear berganda, koefisien determinasi, Uji F dan Uji T. Hasil menunjukkan bahwa *Brand Image*, *Store Atmosphere* berpengaruh Positif dan Simultan Terhadap *Consumer Satisfaction*.

Kata kunci : *Brand Image, Store Atmosphere, Consumer Satisfaction*

ABSTRACT

The research aims to analyze the influence of brand image and store atmosphere on consumer satisfaction at CFC Griya Pahlawan Branch. The research used quantitative methods, with Non-Probability sampling technique with SPSS 26 software. The total sample was 95 respondents. The criteria for respondents are those who have purchased products at CFC Griya Pahlawan Branch using the technique of distributing questionnaires. The data analysis used is Validity Test, Reliability, Classic assumption test, multiple linear analysis, coefficient of determination, F Test and T Test. The results show that Brand Image, Store Atmosphere have a Positive and Simultaneous effect on Consumer Satisfaction.

Keywords : Brand Image, Store Atmosphere, Consumer Satisfaction

