

**THE IMPACT OF SERVICE QUALITY AND STORE  
ATMOSPHERE ON THE CUSTOMER SATISFACTION AND  
LOYALTY AT SINERGI.CO COFFEE SHOP IN YOGYAKARTA**

**THESIS**

**Presented as Partial Fulfillment of Requirements for the Degree of  
Sarjana (S1) in International Business Management Program**

**Faculty of Business and Economics**

**Universitas Atma Jaya Yogyakarta**



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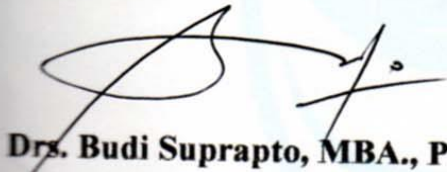
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## **AUTHENTICITY ACKNOWLEDGEMENT**

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with the following title:**

**THE IMPACT OF SERVICE QUALITY AND STORE  
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LOYALTY AT SNERGI.CO YOGYAKARTA**

**Is really, my own thinking and writing, I fully knowledge that my  
writings does not contain others' or part(s) of others' writing, except  
for those have been cited and mentioned in the references.**

**Yogyakarta, November 11<sup>th</sup>, 2019**

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Lydia Carolina Panggabean

## **MOTTO**

### **Phillipians 4:6**

**“Do not be anxious about anything, but in every situation, by prayer and petition, with thanksgiving, present your requests to God.”**



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**ABSTRACT**

This study aims to determine the impact of service quality and store atmosphere on customer satisfaction and loyalty of customer in Sinergi.co coffee shop Yogyakarta. Data used is primary data. This research is used a quantitative data that collected in Sinergi.co. Customers of Sinergi.co is used as the respondents. There are 150 respondents that used in this research. The data is processed using multiple and simple regression method by SPSS 17.

Based on the result, this research found all dimension of service quality is significantly impact customer satisfaction and loyalty, except assurance&sympathy. There are also two dimensions that negatively affect customer loyalty, which are trust&reactivity and materiality. Customer satisfaction is significantly affects customer loyalty.

**Keywords:** Service quality, store atmosphere, coffee shop, customer satisfaction, customer loyalty.