ABSTRACT

Esport Arena Stadium is a place for internet service providers or game stations. Seeing the enthusiasm of gamers and e-Sport athletes, there are business opportunities in the field of game stations, but to maintain a business is not easy, especially in the field of internet services or game stations where employers must have a strategy to retain customers. In an effort the entrepreneur must make his customers not turn to other competitors, this can be done by increasing customer satisfaction through store atmosphere and service quality. Therefore, this study aims to determine how much influence the store atmosphere and service quality on customer satisfaction in Stadium Esport Arena both partially and simultaneously.

The method used in this study is a quantitative method with a type of descriptive research. The types of data needed for this study are primary data and secondary data. Furthermore, the technique chosen is a non-probability sampling with a type of purposive sampling. Purposive sampling is sampling based on special selection. Researchers make certain criteria who are used as informants. The samples in this study were 103 Esport Arena Stadium customers. The data analysis technique uses descriptive analysis and multiple linear regression analysis.

The results showed that store atmosphere variables partially had a significant effect on customer satisfaction at 12%, the magnitude of the effect of Service Quality (X2) on Customer Satisfaction (Y) partially had a significant effect of 45%. So, the total effect of Store Atmosphere (X1), Service Quality (X2), on Customer Satisfaction (Y) together is 57%.

Keywords: Store atmosphere, service quality, customer satisfaction