THE INFLUENCE OF SERVICE QUALITY, PRICE PERCEPTION AND STORE ATMOSPHERE ON CUSTOMER SATISFACTION
(Consumer Study at Kedai *Camp* Survivor, Bogor)

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Abstract - *This study aims to determine the effect of service quality, price perception and store atmosphere on consumer satisfaction at Kedai Camp Survivor Bogor. The strategy used in this study is an associative strategy. The data analysis method used is multiple linear analysis. The target population of this research is the consumers of Kedai Camp Survivor Bogor. The research sample was 96 respondents. The research data collection method used a questionnaire.*

The results of this study indicate that (1) service quality partially does not have an effect on customer satisfaction (2) price perceptions partially have an effect on customer satisfaction (3) store atmosphere partially does not have an effect on customer satisfaction (4) Simultaneously there is an effect between service quality, price perceptions and store atmosphere on customer satisfaction.

*Keywords***: *Service Quality, Price Perception, Store Atmosphere and Customer Satisfaction*

Abstrak - Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, persepsi harga dan suasana toko terhadap kepuasan konsumen di Kedai Camp Survivor Bogor. Strategi yang digunakan dalam penelitian ini adalah strategi asosiatif. Metode analisis data yang digunakan adalah analisis linier berganda. Populasi sasaran penelitian ini adalah konsumen Kedai Camp Survivor Bogor. Sampel penelitian sebanyak 96 responden. Metode pengumpulan data penelitian menggunakan kuisioner.

Hasil penelitian ini menunjukan bahwa (1) kualitas pelayanan secara parsial tidak berpengaruh terhadap kepuasan konsumen (2) persepsi harga secara parsial berpengaruh terhadap kepuasan konsumen (3) suasana toko secara parsial tidak berpengaruh terhadap kepuasan konsumen (4) Secara simultan terdapat pengaruh antara kualitas pelayanan, persepsi harga dan suasana toko terhadap kepuasan konsumen.

Kata Kunci : Kualitas Pelayanan, Persepsi Harga, Suasana Toko dan Kepuasan Konsumen

I. PRELIMINARY

The rapid growth of the business world is a challenge as well as a threat to business people or companies. This condition requires business people to be more innovative in developing their products so that they are expected to be able to win the competition and maintain the survival of their company. In addition, the number of businesses that have sprung up, both small and large scale businesses and similar or not, has a large enough impact on competition between companies. So that the most important thing in facing this competition is to give priority to customer satisfaction in order to remain competitive and maintain the company.

One of the businesses that are emerging is a business in the culinary field. For example, cafes, coffee shops and fast food restaurants, apart from being a place to fulfill the main needs of eating and drinking, are also used as a gathering place or just relaxing with relatives in spare time. So it can be said that eating and drinking outside the home has become a lifestyle for millennial youth. Chairman of the Indonesian Cafe and Restaurant Entrepreneurs Association (Apkrindo) Eddy Sutanto said that currently coffee startup shops are in great demand by the public. Moreover, the prices that are priced are quite affordable and millennial friendly. "For us to see it, it is a growth of coffee drinks or the expansion of the coffee drink market in Indonesia, and when compared to our population I think the market is still very large. Of course there is an effect on the sales of

traditional coffee shops such as Starbucks, Coffee Bean & Tea Leaf and the like, "he said when contacted by Bisnis.com, Wednesday (7/8/2019).

Kedai Camp Survivor is a coffee shop in Bogor that sells various types of drinks and food. Located on Dr. Semeru number 142 Cilendek, Bogor. Camp Survivor is an alternative choice for young people to chat and enjoy leisure time outside the home. With a high level of competition, Kedai Camp Survivor needs to implement the right strategy to anticipate any obstacles that may occur. One of the problems that has occurred lately is that many businesses in the coffee shop sector have sprung up with various interesting concepts, as well as excellent service, which aims to meet customer satisfaction. Kedai Camp Survivor tries to compete in its business, so that the business it is running is able to survive in this intense competition. There are also many coffee shops that offer competitive prices so that consumers have a lot of consideration in choosing which coffee shop will be more profitable to visit. From here we must know what strategies can be used to meet customer satisfaction and keep thinking about how to maintain the existence of the Camp Survivor Store.

Service quality is one of the most important things in the development and success of a company. Service is an act of a person in serving and providing all consumer needs. Each company must be able to review what are the things that are needed by its customers, so that the quality of service provided to consumers is maximum so that it can provide satisfaction for consumers. Assessment of service quality can be seen from the professionalism and skills of employees in dealing with consumers related to consumer attitudes and behavior. Quality assessment by consumers is subjective, because it is not based on definite measures. In other words, good service quality is that which is able to provide satisfaction to its customers and poor service quality, namely that which does not give satisfaction to its customers.

Each business actor will also try to provide the best offers to his customers, one of which is the competitive price. For consumers, price is a consideration in making purchasing decisions. Because the price of a product affects consumer perceptions of the product being offered. Most people perceive that low product prices have poor product quality, while high prices have good product quality.

According to Schiffman and Kanuk (2011: 137), "Perception is a process of an individual in selecting, organizing, and translating the information stimulus that comes into a comprehensive picture. Price perception is how consumers see prices as high, low and fair. ".

One of the marketing strategies a company can do is to create a store atmosphere. A comfortable atmosphere can be taken into consideration for consumers before deciding to visit a certain place. Sometimes consumers even argue that they come to a place not because of the goods or services provided, but because they like the store atmosphere in that place. According to Berman and Evans (2010), "Atmosphere (atmosphere) refers to the store's physical characteristics that project an image and draw customers." According to this definition, the researcher concludes that the atmosphere is the physical character of a store that projects a picture of consumers.

The growing consumer expectations of a product / service encourage companies to focus more on efforts to retain existing customers so that it also impacts the company's existence in the market. Maintaining a presence in the market is one of the company's goals. Many efforts can be made to achieve these goals, one of which is by providing satisfaction to consumers. Every consumer has expectations about the quality of service, price and store atmosphere that will be obtained when buying a product / service. According to Kotler and Keller (2012: 138), "Satisfaction is the level of feeling where a person states the results of a comparison of the performance of the product or service received with the expected".

By providing good quality service, competitive prices and presenting a comfortable store atmosphere can provide satisfaction for its customers. When consumers feel satisfied visiting a place and buying a product / service, it is likely that the consumer will come back and buy the product again. This has a positive impact on the company because satisfied consumers can

indirectly bring benefits to the company such as telling their experiences to family and friends so that they can bring in new customers.

Based on the above background, researchers are interested in conducting research "The Effect of Service Quality, Price Perception and Store Atmosphere on Customer Satisfaction (Consumer Study at Camp Survivor Store, Bogor)".

1.1. Formulation of the Problem

Based on the background of the problem above, the following problems can be formulated:

1. How is the effect of service quality on customer satisfaction at Kedai Camp Survivor, Bogor?

2. How is the effect of price perceptions on customer satisfaction at Kedai Camp Survivor, Bogor?

3. How does the store atmosphere influence customer satisfaction at Kedai Camp Survivor, Bogor?

4. How is the effect of service quality, perceived price and store atmosphere on customer satisfaction at Kedai Camp Survivor, Bogor?

1.2. Research Purposes

1. To determine the effect of service quality on customer satisfaction at Kedai Camp Survivor, Bogor.

2. To determine the effect of price perceptions on customer satisfaction at Kedai Camp Survivor, Bogor.

3. To determine the effect of store atmosphere on customer satisfaction at Kedai Camp Survivor, Bogor.

4. To determine the effect of service quality, price perception and store atmosphere on customer satisfaction at Kedai Camp Survivor, Bogor.

II. LITERATURE REVIEW

2.1. Definition of Marketing

Marketing activity can be said to be an exchange activity, in which one party offers goods or services that have value and the other party as a customer has the right to decide whether or not to buy the goods or services offered. Many experts have defined marketing with different definitions from one another. This difference is based on differences in the opinion of each expert in reviewing marketing.

According to Kotler & Keller (2012: 5), "Marketing is a social process where individuals and groups get what they need and want by creating, offering and freely exchanging products or services of value with others".Sudaryono (2016: 41), states "Marketing is a business process that seeks to align the human, financial and physical resources of an organization with the needs and desires of customers in the context of a competitive strategy".

2.2. Definition of Service Quality

Service quality is also able to influence consumer loyalty directly and indirectly influence consumer loyalty through satisfaction. Service quality encourages consumers to commit to one product or service of a company so that it has a good impact on the survival of the company. A company needs to prioritize customer satisfaction in order to be able to compete, survive and dominate the market in all conditions. According to Kotler and Keller (2012: 145), service quality is the overall nature and character of a product or service based on its ability to indirectly express satisfaction or need.

2.3. Definition of Price Perception

Perception of price is the tendency of consumers to compare the value of a good or service with the benefits obtained by that consumer. So that the perception of prices that arise from individuals depends on what is the environmental background and the condition of the individual itself. The difference in purchasing power of each person makes some consumers sensitive to price.

According to Cockrill and Goode (2010: 368), "Perception of prices is a psychological factor from various aspects that have an important influence on consumer reactions to prices". Meanwhile, according to Lee and Lawson-Body (2011: 532), "Perception of price is a consumer judgment and an associated emotional form of whether the price offered by the seller and the price compared to other parties is reasonable, acceptable or justifiable."

2.4. Definition of Store Atmosphere

The atmosphere is understood through the psychological feelings of consumers when visiting a shop. Many people form the impression of a shop before entering or only after entering the store. Store atmosphere can affect consumer enjoyment in shopping and spending time at the store.

According to Christina Whidya Utami (2014: 255) "The store atmosphere is a combination of the physical characteristics of the store such as architecture, layout, lighting, display, color, temperature, music, aroma which will create an image in the minds of consumers as a whole". Meanwhile, according to Berman & Evans (2010: 508), "Store atmosphere is a physical characteristic that is very important in creating a comfortable atmosphere for consumers who are in the store and can indirectly affect consumer images and purchasing behavior".

## 2.5. Definition of Customer Satisfaction

Satisfying consumer needs is the desire of every company. Apart from being an important factor for business survival, satisfying needs can increase your competitive advantage. Consumers who are satisfied with the product or service tend to buy back the product and reuse the service when the same need reappears at a later date. This means that satisfaction is a key factor for consumers in making repeat purchases, which is the largest portion of sales volume.

According to Suprapti (2010: 285), "Customer satisfaction is the overall attitude shown by customers towards a product after using or consuming that product. Viewed from a managerial perspective, maintaining and increasing customer satisfaction is very important ".

According to Daryanto and Setyobudi (2014: 43), "Consumer satisfaction is an emotional assessment of consumers after consumers use a product where the expectations and needs of consumers who use it are met".

2.6. Research Conceptual Frameework

Based on a review of the theoretical basis and a review of the results of previous research, a conceptual research framework can be prepared as follows:
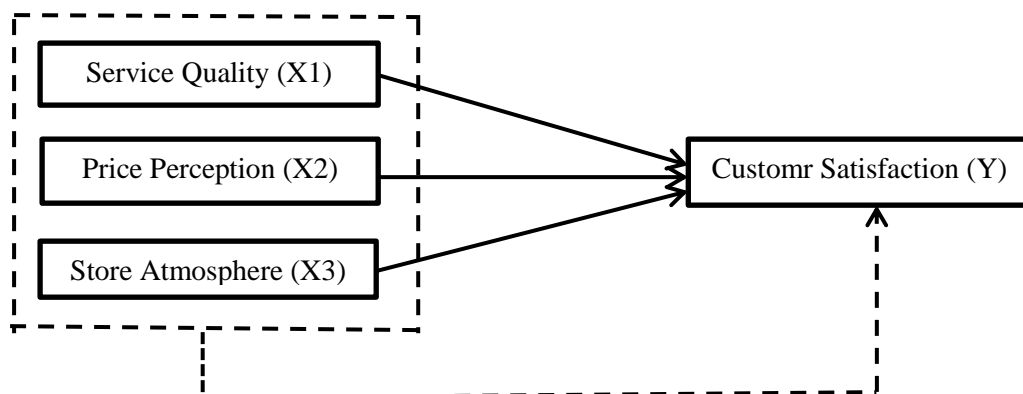
Graph 1. Research Conceptual Framework

III. Research Method

The strategy used in this study is an associative strategy. According to Sugiyono (2017: 37), "Associative research is research that is used to determine the relationship of two or more independent variables to the dependent variable". In this study, the associative strategy used is a causal relationship (causal relationship), in which the independent variable (X) affects the dependent variable (Y).

The approach used in this research is a quantitative approach. According to Sugiyono (2017: 8), "The research method is based on the philosophy of positivism, used to research on certain populations or samples, data collection uses research instruments, data analysis is quantitative / statistical, with the aim of testing predetermined hypotheses". In this study, the variable X (independent variable) which consists of Service Quality (X1), Price Perception (X2) and Store Atmosphere (X3) with variable Y (dependent variable), namely Customer Satisfaction (Y).

The data used in this study are primary data and secondary data. Primary data is needed to find out opinions about the effect of service quality, price perceptions and store atmosphere on customer satisfaction at Camp Survivor Shops. In this case the primary data source is obtained through interviews with research subjects and direct observation in the field and distributing questionnaires in the form of a list of questions to consumers of Kedai Camp Survivor. Meanwhile, secondary data sources are used to support information obtained from library materials, literature, previous research, books and so on.

The population used in this study were the consumers of the camp survivor shop, Bogor. According to Sugiyono (2017: 80), "Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and then draw conclusions." The population in this study were all consumers who had at least 2 times visited Kedai Camp Survivor, Bogor.

The number of samples used was 96 people. According to Sugiyono (2017: 81), "The sample is part of the number and characteristics of the population". The sample in this study were all consumers who bought products at Kedai Camp Survivor, Bogor.Analisis statistik data yang digunakan dalam penelitian ini adalah koefisien determinasi (parsial dan berganda) serta pengujian hipotesis (parsial dan simultan).

IV. RESULT AND DISCUSSION

4.1. Company Description

Kedai Camp Survivor is one of the businesses that operates in the field of coffee shops in the city of Bogor, located on the side of the Bogor city road, precisely on Jl. dr. semeru no.142 cilendek. Kedai Camp Survivor was founded in January 2018. The owner of the coffee shop is Abu Ichwan Lamandani and as the financial manager is entrusted to his wife Madinatusaadah, and as operational and marketing manager is controlled by his younger brother, Ilman Naufal. Kedai Camp Survivor has two employees named Bimo and Tedi.

By carrying out an outdoor theme and a relaxed atmosphere, it's no wonder that many consumers feel comfortable there. Sometimes there is also entertainment such as live acoustic music provided by Kedai Camp Survivor for its customers to enjoy. This shop, which has recently been established, already has many loyal customers, and most of them are loved by students. This is because the owner of Kedai Camp Survivor has introduced a lot of his shop business to his community called MAPALA (Student of Nature Lovers) where the majority of its members are students. There are also many office workers who arrive after office hours to just hang out with friends or to have a discussion.

The Camp Survivor shop has daily operational hours from 12.00 - 00.00 WIB for weekdays while on weekends 12.00 - 01.00 WIB. The menu sold at the Camp Survivor Café is also varied,

from coffee, Thai tea, milkshakes, yakult lemonade, toast, fried bananas, french fries, indomie, spice rice, fried rice and others. The price is quite affordable and suitable for students.

4.2. Respondents Description

The number of respondents in this study were 96 people who had come to Kedai Camp Survivor, Bogor. The respondent's description includes gender, age and occupation.

Tabel 4.1. Characteristics of Respondents Based on Gender

No	Gender	Total	Precentage (%)
1	Male	67	70%
2	Female	29	30%
Total		∑ 96	100%

Source: processed by the author (2020)

Tabel 4.1 The description of respondents based on gender shows that of the 96 respondents it is known that the highest number of people is 67 men or 70%, while 29 people are female or 30%.

Tabel 4.2 Characteristics of Respondents by Age

No	Age	Total	Precentage (%)
1	< 20 Year	13	14%
2	20 – 29 Year	79	82%
3	30 – 39 Year	4	4%
4	> 40 Year	0	0%
Total		96	100%

Source: processed by the author (2020)

Tabel 4.2 The description of respondents based on age shows that of the 96 respondents it is known that the highest number is 79 people aged 20-29 years or by 82%, while the smallest number is 4 people aged 30-39 years or 4%.

Tabel 4.3 Characteristics of Respondents by Occupation

No	profession	Total	Precentage (%)
1	Student	35	36%
2	Employees	39	41%
3	Housewife	0	0%
4	Government Employees	2	2%
5	Entrepreneur	12	13%
6	Other	8	8%
Total		96	100%

Source: processed by the author (2020)

Tabel 4.3 The description of respondents based on occupation shows that of the 96% respondents with the highest number, 39 people work as employees or 41%, while the smallest number is 2 people or 2% work as civil servants.

4.3. Data Description

The data used in this study were obtained from the results of filling out a Likert scale questionnaire which was answered by consumers who had already made purchases at Kedai Camp Survivor, Bogor. The research variables used are as follows: Service quality variable (X1), perceived price (X2) store atmosphere (X3) and customer satisfaction (Y).

4.3.1. Service Quality (X1)

In the independent variable (X1), namely the quality of service submitted to 96 consumers of Kedai Camp Survivor, Bogor with 11 questions, the number of criteria is obtained (if each

statement gets the highest score) X1 = 4 x 96 x 11 = 4224. The number of scores from data collection is 3514 (attachment 3), so that the quality of service according to the perceptions of 96 respondents is 3514: 4224 = 83.19%, which means that the respondent's answer to the service quality variable (X1) lies in a strongly agreed area. These results can be illustrated in the diagram in Figure 4.1. the following:
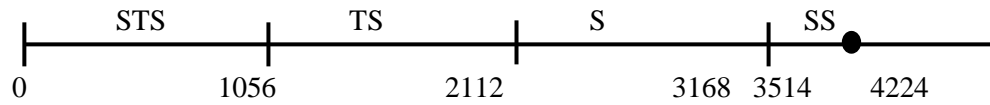
Graph 4.1. Service Quality Variable Likert Scale Diagram (X_1)
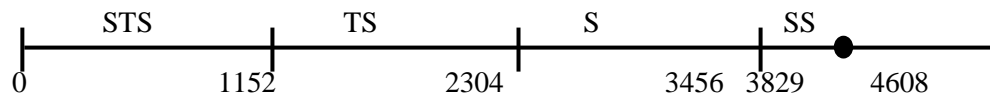
4.3.2. Price Perception (X2)

In the independent variable (X2), namely the price perception submitted to 96 consumers of Kedai Camp Survivor, Bogor with 10 questions, the number of criteria is obtained (if each statement gets the highest score) X2 = 4 x 96 x 10 = 3840. is 3187 (attachment 4), so that the perception of price according to the perception of 96 respondents is 3187: 3840 = 82.99%, which means that the respondent's answer about the price perception variable (X2) lies in a strongly agreed area. These results can be illustrated in the diagram in Figure 4.2. the following:
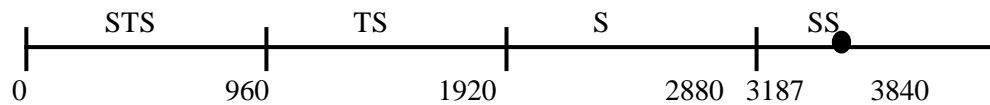
Graph 4.2. Price Perception Variable Likert Scale Diagram (X_2)

4.3.3. Store Atmosphere (X3)

In the independent variable (X3), namely the store atmosphere proposed for 96 consumers of Kedai Camp Survivor, Bogor with 12 questions, the number of criteria is obtained (if each statement gets the highest score) X3 = 4 x 96 x 12 = 4608. is 3829 (attachment 5), so that the store atmosphere according to the perception of 96 respondents is 3829: 4608 = 83.09%, which means that the respondent's answer about the store atmosphere (X3) lies in a strongly agreed area. These results can be illustrated in the diagram in Figure 4.3. the following:

Graph 4.3. Store Atmosphere Variable Likert Scale Diagram (X_3)

4.3.4. Customer Satisfaction (Y)

In the dependent variable (y), namely customer satisfaction submitted to 96 consumers of Kedai Camp Survivor, Bogor with 3 questions, the number of criteria is obtained (if each statement gets the highest score) Y = 4 x 96 x 3 = 1152. is 917 (attachment 6), so that consumer satisfaction according to the perceptions of 96 respondents is 917: 1152 = 79.60%, which means that the respondent's answer about customer satisfaction (Y) lies in a strongly agreed area. These results can be illustrated in the diagram in Figure 4.4. the following:
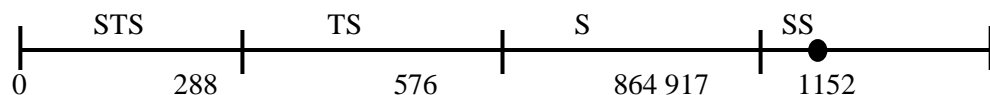
Graph 4.4. Consumer Satisfaction Variable Likert Scale Diagram (Y)

4.4. Research Instrument Testing
4.4.1. Validity Test

Based on data processing, the results of the validity test for service quality (X1) consisted of 11 questions. The resulting rcount value is greater than 0.30 so that all of these questions can be used in data collection in this study. The following are the results of data processing for all questions in the service quality instrument which are presented in table 4.4. as follows:

Tabel 4.4. The validity of the instrument per item of service quality variables (X_1)

Number of Questions	r_{hitung}	r_{kritis}	Decision
1	0,562	0,30	VALID
2	0,466	0,30	VALID
3	0,479	0,30	VALID
4	0,415	0,30	VALID
5	0,438	0,30	VALID
6	0,500	0,30	VALID
7	0,605	0,30	VALID
8	0,458	0,30	VALID
9	0,499	0,30	VALID
10	0,621	0,30	VALID
11	0,501	0,30	VALID

Source: Data processed with SPSS version 22.0 (2020)

Data processing on the price perception variable (X2) which consists of 10 questions, obtained the results of the price perception validity test with a value of r count greater than 0.30 so that all these questions can be used in data collection in this study. The following are the results of data processing for all questions in the price perception instrument which are presented in table 4.5. as follows:

Tabel 4.5. The validity of the instrument per item on the price perception variable (X_2)

Number of Questions	r_{hitung}	r_{kritis}	Decision
1	0,609	0,30	VALID
2	0,582	0,30	VALID
3	0,674	0,30	VALID
4	0,504	0,30	VALID
5	0,594	0,30	VALID
6	0,470	0,30	VALID
7	0,494	0,30	VALID
8	0,543	0,30	VALID
9	0,583	0,30	VALID
10	0,650	0,30	VALID

Source: Data processed with SPSS version 22.0 (2020)

Data processing on the store atmosphere variable (X3) which consists of 12 questions, obtained the validity test results of the store atmosphere with a value of rcount greater than 0.30 so that all of these questions can be used in data collection in this study. The following are the results of data processing for all questions in the price perception instrument which are presented in table 4.6. as follows:

Tabel 4.6. The validity of the instrument per item of the store atmosphere variable (X_3)

Number of Questions	r_{hitung}	r_{kritis}	Decision
1	0,547	0,30	VALID
2	0,558	0,30	VALID
3	0,534	0,30	VALID
4	0,589	0,30	VALID
5	0,490	0,30	VALID
6	0,591	0,30	VALID
7	0,498	0,30	VALID
8	0,523	0,30	VALID
9	0,490	0,30	VALID
10	0,535	0,30	VALID
11	0,679	0,30	VALID
12	0,689	0,30	VALID

Source: Data processed with SPSS version 22.0 (2020)

Data processing on the customer satisfaction variable (Y) which consists of 3 questions, obtained the results of the validity test of customer satisfaction with a value of rcount greater than 0.30 so that all of these questions can be used in data collection in this study. The following are the results of data processing for all questions in the price perception instrument which are presented in table 4.7. as follows:

Tabel 4.7. The validity of the instrument per item of the customer satisfaction variable (Y)

Number of Questions	r_{hitung}	r_{kritis}	Decision
1	0,821	0,30	VALID
2	0,622	0,30	VALID
3	0,832	0,30	VALID

Source: Data processed with SPSS version 22.0 (2020)

4.4.2. Realibility Test

After the validity test was carried out, the reliability test was carried out using SPSS version 22.0. The reliability test is said to be good if it has a ri value> 0.60. Based on data processing, reliability test results were obtained as follows:

1. Service Quality (X_1)

For service quality (X1), reliability test results are obtained which are presented in table 4.8. as follows:

Tabel 4.8. The reliability of service quality (X_1)

Reliability Statistics

Cronbach's Alpha	N of Items
,705	11

Source: Data processed with SPSS version 22.0 (2020)

In table 4.8. reliability of service quality (X1) obtained results of 0.705 (attachment 12). Because the value of 0.705> 0.6 so it can be concluded that the service quality instrument is declared reliable.

2. Price Perception (X_2)

For Price Perception (X2), reliability test results are obtained which are presented in table 4.9. as follows:

Tabel 4.9. The reliability of price perception (X_2)
Reliability Statistics

Cronbach's Alpha	N of Items
,768	10

Source: Data processed with SPSS version 22.0 (2020)

In table 4.9. the reliability of price perception (X2) obtained the result of 0.768 (attachment 13). Because the value of 0.768> 0.6, it can be concluded that the price perception instrument is declared reliable.

3. **Store Atmosphere (X_3)**

For the store atmosphere (X3) the reliability test results obtained are presented in table 4.10. as follows:

Tabel 4.10. The reliability of store atmosphere (X_3)
Reliability Statistics

Cronbach's Alpha	N of Items
,803	12

Source: Data processed with SPSS version 22.0 (2020)

In table 4.10. the reliability of the store atmosphere (X3), the result is 0.803 (attachment 14). Because the value of 0.803> 0.6, so it can be concluded that the store atmosphere instrument is declared reliable.

4. **Customer Satisfaction (Y)**

For customer satisfaction (Y), the reliability test results are presented in Table 4.11. as follows:

Tabel 4.11. The reliability of customer satisfaction (Y)
Reliability Statistics

Cronbach's Alpha	N of Items
,644	3

Source: Data processed with SPSS version 22.0 (2020)

In table 4.11. reliability of customer satisfaction (Y) obtained results of 0.644. Because 0.644> 0.6, so it can be concluded that the consumer satisfaction instrument is declared reliable.

4.5. Statistical Analysis of Data
  4.5.1. Partial Determination Coefficient
    1. **The partial coefficient of determination of service quality (X1) on customer satisfaction (Y)**

Tabel 4.12. Partial correlation of service quality (X_1) on customer satisfaction (Y)

Correlations

Control Variables			Service Quality	Customer Satisfaction
Price Perception & Store Atmosphere	Service Quality	Correlation	1,000	,047
		Significance (2-tailed)	.	,656
		Df	0	92
	Customer Satisfaction	Correlation	,047	1,000
		Significance (2-tailed)	,656	.
		Df	92	0

Source: Data processed with SPSS version 22.0 (2020)

Based on table 4.12. obtained the value of the partial correlation coefficient between service quality (X1) on customer satisfaction (Y) of 0.047. Thus the coefficient of partial determination is 0.22%.

2. **The coefficient of determination of partial price perception (X2) on customer satisfaction (Y)**

Tabel 4.13. Partial correlation of price perception (X_2) with customer satisfaction (Y)

Correlations

Control Variables			Price Perception	Customer Satisfaction
Service Quality & Store Atmosphere	Price Perception	Correlation	1,000	,212
		Significance (2-tailed)	.	,040
		Df	0	92
	Customer Satisfaction	Correlation	,212	1,000
		Significance (2-tailed)	,040	.
		Df	92	0

Source: Data processed with SPSS version 22.0 (2020)

Based on table 4.13. obtained the value of the partial correlation coefficient between perceived price (X2) and consumer satisfaction (Y) of 0.212. Thus the partial determination coefficient value is 4.49%.

3. **The coefficient of determination of partial store atmosphere (X3) on customer satisfaction (Y)**

Tabel 4.14. Partial correlation of store atmosphere (X_3) with customer satisfaction (Y)

Correlations

Control Variables			Store Atmosphere	Customer Satisfaction
Service Quality & Price Perception	Store Atmosphere	Correlation	1,000	,099
		Significance (2-tailed)	.	,341
		Df	0	92
	Customer Satisfaction	Correlation	,099	1,000
		Significance (2-tailed)	,341	.
		Df	92	0

Source: Data processed with SPSS version 22.0 (2020)

Based on table 4.14. Obtained the value of the partial correlation coefficient between store atmosphere (X3) on customer satisfaction (Y) of 0.099. Thus the partial determination coefficient value is 0.98%.

4.5.1.1. Multiple Coefficient of Determination

After processing the data using the SPSS version 22.0 program, the multiple correlation values are obtained in table 4:15 as follows:

Tabel 4.15. Multiple correlation of service quality (X_1), perceived price (X_2) and store atmosphere (X_3) on customer satisfaction (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,375[a]	,141	,113	,926

a. Predictors: (Constant), Store Atmosphere, Price Perception, Service Quality

Based on table 4.15. above shows the results of data processing (attachment 17) which is carried out to determine the coefficient of multiple determination and the value is 0.113. Thus it is stated that the effect of service quality, perceived price and store atmosphere on customer satisfaction at Kedai Camp Survivor, Bogor is 11.3%. which explains that the effect of service quality, perceived price and store atmosphere on customer satisfaction is 11.3%.

4.5.2. Hypothesis test
4.5.2.1. Partial hypothesis testing
1. Effect X_1 on Y

H_o : $\rho y_1 = 0$ = Partially there is no significant influence between service quality and customer satisfaction.

H_a : $\rho_1 \neq 0$ = Partially there is a significant influence between service quality and customer satisfaction.

Based on the results of the calculations in table 4:12, the significant value is t = 0.656, greater than the real level or 0.656> 0.05. Thus Ho is accepted / Ha is rejected, which means that service quality does not have a significant effect on customer satisfaction.

2. Effect X_2 on Y

H_o : $\rho_2 = 0$ = Partially, there is no significant influence between price perceptions and customer satisfaction.

H_a : $\rho_2 \neq 0$ = Partially there is a significant influence between perceived price and customer satisfaction.

Based on the calculation results in table 4.13, a significant value of t = 0.040 was obtained, smaller than the real level or 0.040 <0.05. Thus it can be concluded that HO is rejected / Ha is accepted, which means that price perceptions have a significant effect on customer satisfaction.

3. Effect X_3 on Y

H_o : $\rho_3 = 0$ = Partially there is no significant influence between store atmosphere and customer satisfaction.

H_a : $\rho_3 \neq 0$ = Partially, there is a significant influence between store atmosphere and customer satisfaction

Based on the calculation results in table 4:14., Obtained a significant value t = 0.341, greater than the real level or 0.341> 0.05. Thus Ho is accepted / Ha is rejected, which means that the store atmosphere does not have a significant effect on customer satisfaction.

4.5.2.2. Simultaneous hypothesis testing

Based on data processing carried out using SPSS version 22.0, the results of the ANOVA table simultaneous test were obtained as follows:

Tabel 4.16. ANOVA test result

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12,935	3	4,312	5,033	,003[b]
	Residual	78,805	92	,857		
	Total	91,740	95			

a. Dependent Variable: Customer Satifaction
b. Predictors: (Constant), Store Atmosphere, Price Perception, Service Quality

Sumber: SPSS output attachment 22,0 (2020)

$H_O : \rho_1, \rho_2, \rho_3 = 0$ = Service quality, perceived price and store atmosphere on customer satisfaction at Kedai Camp Survivor, Bogor do not have a significant effect.

$H_a : \rho_1, \rho_2, \rho_3 \neq 0$ = Service quality, perceived price and store atmosphere on customer satisfaction at Kedai Camp Survivor, Bogor have a significant influence.

Based on the results of the calculations in table 4:15. conducted using the SPSS version 22.0 program obtained a significant F of 0.003 smaller than the real level or 0.003 <0.05. So it can be stated that Ho is rejected / Ha is accepted, so simultaneously there is a significant influence between service quality, perceived price and store atmosphere on customer satisfaction..

V. CONCLUSIONS AND SUGGESTIONS
5.1. Conclusions

Based on the results of data analysis that has been carried out on all data obtained regarding the effect of service quality, perceived price and store atmosphere on customer satisfaction at Kedai Camp Survivor, Bogor, the following conclusions can be drawn:

1. Service quality has no significant effect on customer satisfaction at Kedai Camp Survivor, Bogor.
2. Perception of price has a significant effect on customer satisfaction at Kedai Camp Survivor, Bogor.
3. store atmosphere does not have a significant effect on customer satisfaction at Kedai Camp Survivor, Bogor.
4. Simultaneously, service quality, perceived price and store atmosphere have a significant effect on customer satisfaction at Kedai Camp Survivor, Bogor.

5.2. Suggestions

Based on the results of the research and the conclusions obtained by the researcher in the study, the researchers propose the following suggestions:

1. To improve the quality of service if Kedai Camp Survivor gives special attention to consumers, is ready to be responsive in helping and responding to consumer needs and complaints, and able to understand what is needed by consumers.
2. To increase the perception of prices, if Kedai Camp Survivor is more consistent in determining prices, which means that prices do not change in a long enough time so that the price offered can be accepted by consumers, thus it is expected that consumer satisfaction will increase even more than before.
3. To improve the store atmosphere, if the Camp Survivor Store needs to pay attention to the layout of the shelves in the shop to be more attractive, it is necessary to add the distinctive aroma of coffee so that consumers feel comfortable there.
4. The results of this study indicate that service quality and store atmosphere do not have a significant effect on customer satisfaction, while price perception has a significant effect on customer satisfaction. However, when tested simultaneously, these three variables show significant results on customer satisfaction. Therefore, it is better if the camp survivor to improve the quality of the three variables together.

5.3. Limitations and Further Research Development

This research is still far from perfect and has limitations, in which the researcher only examines the scope of service quality, perceived price and store atmosphere which affect customer satisfaction at Kedai Camp Survivor, Bogor. From the research that has been done, the researcher thinks that there are many other variables related to consumer satisfaction, such as promotion, customer experience, product quality, store location, and other variables. It is hoped that further research can add some of the variables above in order to get better research results.

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