ABSTRAK

Ubaidillah Mubarok, 2026. Analisis Diferensiasi Produk, *Brand Image*, dan *Store Atmosphere* terhadap Kepuasan Konsumen pada Sea Coffee Kota Madiun. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, UNIVERSITAS PGRI MADIUN. Pembimbing (I) Dian Citaningtyas Ari Kadi, S.E., M.M. (II) Hendra Setiawan, S.E., M.M

Persaingan bisnis coffee shop saat ini tidak lagi ditentukan oleh cita rasa produk semata, melainkan juga oleh keunikan produk, citra atau reputasi merek, serta kenyamanan suasana tempat, tidak terkecuali pada Sea Coffee yang berlokasi di Kota Madiun. Fenomena menjamurnya coffee shop di Kota Madiun menuntut pelaku usaha untuk memperhatikan diferensiasi produk, penguatan brand image, dan penataan store atmosphere sebagai strategi bertahan sekaligus bertumbuh di tengah persaingan yang semakin ketat. Penelitian ini bertujuan untuk menganalisis pengaruh Diferensiasi Produk, Brand Image, dan Store Atmosphere terhadap Kepuasan Konsumen, baik secara parsial maupun simultan.

Penelitian menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Pengambilan sampel dilakukan dengan teknik purposive sampling terhadap 385 responden konsumen Sea Coffee Kota Madiun. Analisis data menggunakan regresi linear berganda dengan bantuan program SPSS, didahului dengan uji validitas, uji reliabilitas, dan uji asumsi klasik.

Hasil penelitian menunjukkan persamaan regresi $Y = -7{,}673 + 0{,}684X_1 + 0{,}445X_2 + 0{,}363X_3$ dengan nilai F sebesar 298,014 dan koefisien determinasi (Adjusted R^2) sebesar 0,699. Ketiga variabel terbukti berpengaruh positif dan signifikan baik secara parsial maupun simultan terhadap Kepuasan Konsumen, dengan Diferensiasi Produk menunjukkan pengaruh paling dominan (Beta 0,670), diikuti oleh Brand Image (Beta 0,473) dan Store Atmosphere (Beta 0,363).

Kata Kunci: Diferensiasi Produk, *Brand Image, Store Atmosphere*, Kepuasan Konsumen, Sea Coffee Kota Madiun.

ABSTRACT

Ubaidillah Mubarok, 2026. Analysis of Product Differentiation, Brand Image, and Store Atmosphere on Consumer Satisfaction at Sea Coffee, Madiun City. Management Study Program, Faculty of Economics and Business, UNIVERSITAS PGRI MADIUN. Advisors (I) Dian Citaningtyas Ari Kadi, S.E., M.M. (II) Hendra Setiawan, S.E., M.M

Competition in the coffee shop business is currently no longer determined solely by product taste, but also by product uniqueness, brand image or reputation, and the comfort of the place atmosphere, as seen at Sea Coffee located in Madiun City. The proliferation of coffee shops in Madiun City requires business actors to pay attention to product differentiation, strengthening brand image, and arranging store atmosphere as a strategy to survive and grow amid increasingly tight competition. This study aims to analyze the influence of Product Differentiation, Brand Image, and Store Atmosphere on Consumer Satisfaction, both partially and simultaneously.

This study used a quantitative approach with an associative research type. Sampling was conducted using the purposive sampling technique on 385 respondents who were consumers of Sea Coffee, Madiun City. Data were analyzed using multiple linear regression with the aid of SPSS software, preceded by validity tests, reliability tests, and classical assumption tests.

The results show the regression equation $Y = -7.673 + 0.684X_1 + 0.445X_2 + 0.363X_3$ with an F value of 298.014 and a coefficient of determination (Adjusted R^2) of 0.699. All three variables were proven to have a positive and significant effect, both partially and simultaneously, on Consumer Satisfaction, with Product Differentiation showing the most dominant influence (Beta 0.670), followed by Brand Image (Beta 0.473) and Store Atmosphere (Beta 0.363).

Keywords: *Product Differentiation, Brand Image, Store Atmosphere, Consumer Satisfaction, Sea Coffee Madiun City.*