

**THE INFLUENCE OF SERVICE QUALITY AND STORE ATMOSPHERE  
TOWARDS CUSTOMER SATISFACTION AT KUALI NYONYA  
RESTAURANT PADANG**

THESIS

Asked as One of the Requirements to Achieving a Bachelor's Degree in the  
International Management Program, Department of Management, Faculty of  
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**THE INFLUENCE OF SERVICE QUALITY AND STORE ATMOSPHERE TOWARDS CUSTOMER SATISFACTION AT KUALI NYONYA RESTAURANT PADANG**

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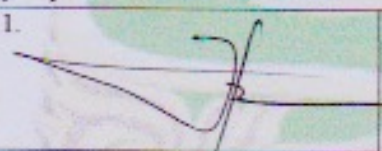
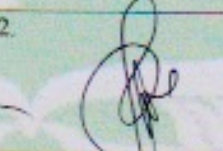
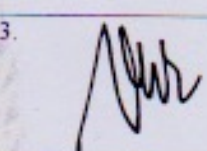
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**ABSTRACT**

This research aims to discuss the influence of service quality and store atmosphere towards customer satisfaction at Kualiyonyo Restaurant. For companies that provide services, customer satisfaction is the goal of business. The sample is 140 samples and using purposive technique sampling with the population of people who have visited Kualiyonyo Restaurant at least twice. Questionnaire was utilized in gathering information from the respondent and were analyzed using the SPSS 17.0 version. In this research there two variable, which is service quality and store atmosphere as independent variable and customer satisfaction as dependent variable. Result of this research showed that service quality and store atmosphere has a significant influence on customer satisfaction.

**Keywords:** Service Quality, Store Atmosphere, Customer Satisfaction

This thesis already examined and passed on January 18th, 2019. This abstract already approved by supervisor and examiners:

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