

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh fasilitas, kualitas pelayanan, dan cita rasa terhadap kepuasan pelanggan di Cafe Sanjo Palembang dalam perspektif ekonomi Islam. *Coffee Shop* merajalela menduduki pasar kuliner yang semakin banyak disukai remaja. Metode yang digunakan adalah kuantitatif dengan pengumpulan data melalui kuesioner yang disebarakan kepada mahasiswa di Kota Palembang sebanyak 114 responden. Pengujian data dan hipotesis menggunakan metode Smart Equation Model (SEM) dengan bantuan program SmartPLS 4.

Hasil penelitian menunjukkan bahwa H1 menyatakan Fasilitas tidak berpengaruh terhadap kepuasan pelanggan cafe Sanjo, H2 menyatakan kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan cafe Sanjo, H3 menyatakan Cita rasa berpengaruh positif dan signifikan terhadap kepuasan pelanggan cafe Sanjo.

Kata kunci : Fasilitas, Kualitas Pelayanan , Cita Rasa, Kepuasan Pelanggan

ABSTRACT

This study aims to analyze the influence of facilities, service quality, and taste on customer satisfaction at Cafe Sanjo Palembang from an Islamic economic perspective. Coffee shops are rampant occupying the culinary market that is increasingly loved by teenagers. The method used was quantitative with data collection through a questionnaire distributed to students in Palembang City as many as 114 respondents. Testing data and hypotheses using the Smart Equation Model (SEM) method with the help of the SmartPLS 4 program.

The results of the study showed that H1 stated that Facility had no effect on customer satisfaction of Sanjo café, H2 stated that service quality had a positive and significant effect on Sanjo café customer satisfaction, H3 stated that Taste had a positive and significant effect on Sanjo café customer satisfaction.

Keywords: : Facilities, Service Quality, Taste, Customer Satisfaction