

**PENGARUH AMBIENT CONDITIONS, SPATIAL LAYOUT AND
FUNCTIONALITY, SIGNS, SYMBOLS AND ARTIFACTS TERHADAP
KEPUASAN KONSUMEN BEAUTY SKY AESTHETIC CENTRE
YOGYAKARTA**

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Abstrak

Ambient Conditions merupakan lingkungan fisik tempat layanan. *Spatial Layout and Functionality* merupakan rancangan lantai, ukuran dan bentuk perabotan dan kemampuan benda-benda untuk memudahkan performa transaksi layanan. *Signs, Symbols, and Artifacts* merupakan petunjuk-petunjuk yang akan memudahkan dan memandu konsumen di tempat layanan. Penelitian ini bertujuan untuk mengetahui pengaruh *ambient conditions, spatial layout and functionality, signs, symbols, and artifacts* terhadap kepuasan konsumen Beauty Sky Aesthetic Centre Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi dalam penelitian ini berjumlah 545 orang dengan jumlah sampel sebanyak 84 orang. Pengumpulan data dilakukan dengan penyebaran kuesioner. Teknik analisis data yang digunakan adalah analisis regresi linier berganda. Hasil penelitian menemukan bahwa: *ambient conditions, spatial layout and functionality, signs, symbols, and artifacts* berpengaruh terhadap kepuasan konsumen Beauty Sky Aesthetic Centre Yogyakarta. Dari hasil koefisien determinasi dapat diketahui bahwa variabel dependen (kepuasan) dipengaruhi oleh variabel independen *ambient conditions, spatial layout and functionality, signs, symbols, and artifacts*) sebesar R square yaitu 65,9% dan sisanya sebesar 34,1% dipengaruhi oleh variabel lain selain dalam penelitian ini.

Kata Kunci: *Ambient Conditions, Spatial layout and Functionality, Signs, Symbols, and Artifacts, Kepuasan konsumen*

**INFLUENCE OF AMBIENT CONDITIONS, SPATIAL LAYOUT AND
FUNCTIONALITY, SIGNS, SYMBOLS AND ARTIFACTS ON
YOGYAKARTA BEAUTY SKY AESTHETIC CENTER CUSTOMER
SATISFACTION**

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Abstract

Ambient Conditions are the physical environment of the service place. Spatial Layout and Functionality is a floor design, size and shape of furniture and the ability of objects to facilitate the performance of service transactions. Signs, Symbols, and Artifacts are indications that will facilitate and guide consumers in the place of service. This study aims to determine the effect of ambient conditions, spatial layout and functionality, signs, symbols, and artifacts on consumer satisfaction of Yogyakarta Sky Beauty Aesthetic Center. This study uses a quantitative approach with survey methods. The population in this study amounted to 545 people with a total sample of 84 people. Data collection is done by distributing questionnaires. The data analysis technique used is multiple linear regression analysis. The results of the study found that: ambient conditions, spatial layout and functionality, signs, symbols, and artifacts had an effect on consumer satisfaction in Yogyakarta's Sky Beauty Aesthetic Center. From the results of the coefficient of determination it can be seen that the dependent variable (satisfaction) is influenced by ambient conditions independent variables, spatial layout and functionality, signs, symbols, and artifacts) of R square which is 65.9% and the remaining 34.1% is influenced by other variables in addition to this study.

Keywords: *Ambient Conditions, Spatial layout and Functionality, Signs, Symbols, and Artifacts, Customer satisfaction*