

THE INFLUENCE OF PRODUCT DIVERSITY, STORE ATMOSPHERE, AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT SPORTS STATION GALAXY MALL SURABAYA

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Abstract

The rapid development of the retail business in Indonesia is closely linked to shifts in consumer shopping behavior. One of the retail brands actively competing in this dynamic environment is Sports Station, which specializes in the sale of various sports-related products. This study aims to examine the influence of product diversity, store atmosphere, and service quality on customer satisfaction at Sports Station Galaxy Mall Surabaya. This research adopts a quantitative approach with an associative research design. Data were collected through the distribution of questionnaires to selected respondents, and statistical processing was conducted using SPSS version 18. The primary analytical method employed in this study is multiple linear regression analysis. The results of the study reveal that product diversity, store atmosphere, and service quality have a simultaneous and statistically significant influence on customer satisfaction. Furthermore, the partial (t-test) results indicate that each of the independent variables—product diversity, store atmosphere, and service quality—also has a significant individual effect on customer satisfaction at Sports Station Galaxy Mall Surabaya.

Keywords: Product Diversity, Store Atmosphere, Service Quality, Customer Satisfaction

INTRODUCTION

The development of the retail business, particularly in Indonesia, is significantly influenced by changes in consumer shopping behavior. Consumer motivation to shop has shifted beyond fulfilling functional needs toward satisfying emotional desires and expressing lifestyle preferences. This phenomenon aligns with rising living standards, increased access to information, and the growing influence of social media, which collectively encourage consumers to seek shopping experiences that go beyond mere transactions.

Retail refers to all business activities focused on marketing goods and services directly to end consumers, forming the final link in the distribution chain (Sunyoto, 2022). In essence, the retail business encompasses all efforts to sell products or services to individuals for personal, family, or household consumption. Within this context, retail businesses serve as intermediaries between producers and consumers by providing convenient access to a wide range of goods and services.

Retail businesses offering physical products continue to be a preferred choice for consumers in meeting their shopping needs, including those related to sports apparel and equipment. One such example is **Sports Station**, a retail brand that meets the community's demand for sporting goods such as shoes, activewear, and branded equipment. Founded by **PT Mitra Adiperkasa Tbk**, Sports Station opened its first outlet in Indonesia in 1995 and has since become a prominent name in the retail sports segment.

One of the main competitive advantages in the retail sector is **product diversity**, which refers to the design and management of various product offerings within a single store (Anam, 2020). Retailers offering a wide selection of products allow consumers to find items that meet their preferences and needs in one convenient location. This flexibility improves the overall shopping experience, as customers can compare brands, qualities, prices, and features without visiting multiple stores. A diverse product range also enables retailers to cater to multiple market segments with varying needs and purchasing capacities.

Another crucial factor in retail success is the **store atmosphere**, which encompasses the physical and sensory environment experienced by customers during shopping. Elements such as layout, lighting, music, scent, cleanliness, and decor all contribute to shaping customer perceptions and emotions. According to Saputra (2022), a well-designed store

atmosphere plays a significant role in creating a pleasant and immersive shopping experience, enhancing customer satisfaction, and promoting store loyalty.

Equally important is **service quality**, defined as the business's ability to deliver services that meet or exceed customer expectations. High service quality is reflected in friendly staff attitudes, efficient assistance, and knowledgeable responses about products (Millah, 2020). Exceptional service not only strengthens customer satisfaction and loyalty but also enhances the overall reputation and competitive advantage of a retail brand.

The influence of product diversity, store atmosphere, and service quality on **customer satisfaction** is a central concern in modern retail strategy. These three elements collectively shape customer perceptions and contribute to a positive shopping experience, which in turn influences their satisfaction and future purchasing behavior. Customer satisfaction refers to the emotional response or level of contentment a customer feels after purchasing a product or service, based on a comparison between expectations and the actual experience received. This is consistent with the view of Fatihudin and Firmansyah (2019), who define customer satisfaction as a measure of how well a product or service meets user expectations, acknowledging that satisfaction is inherently subjective and varies from one individual to another.

Empirical evidence from **Google reviews** supports these theoretical assertions. One customer at Sports Station Galaxy Mall Surabaya expressed high satisfaction due to the helpfulness of the staff, who promptly searched for the desired shoe size and even contacted other outlets to fulfill the request. This positive experience with attentive service left the customer feeling satisfied and valued.

Conversely, another review highlights a contrasting experience. The customer reported dissatisfaction due to the perceived lack of attentiveness and poor service from store staff, ultimately expressing disappointment and a decision not to revisit the store. This negative feedback underscores the critical role of service quality in shaping customer satisfaction and loyalty.

This study was conducted at **Sports Station Galaxy Mall Surabaya** because the outlet represents one of the brand's flagship locations in the city. Galaxy Mall is known as a premium shopping destination in East Surabaya, attracting a wide range of consumer

segments. The strategic location and high customer footfall make it a suitable setting for examining the effects of product diversity, store atmosphere, and service quality on customer satisfaction. The findings from this site are expected to provide meaningful insights into consumer behavior in modern urban retail environments such as Surabaya.

REVIEW OF LITERATURE

Product Diversity

According to Kotler and Keller (in Anika, 2023), *product diversity* refers to the entire range of products and goods offered by sellers to consumers. It encompasses all available product choices provided by businesses, and serves as a critical component of the marketing mix. Product diversity enables consumers to select goods that align with their preferences in terms of brand, size, quality, and completeness. Ariyono (2021) emphasizes that consumers are more likely to shop at places that offer a wide and varied selection of products in terms of breadth (range), depth (variety within categories), and quality. Without products, business operations cannot function effectively, making product availability a determining factor for business success. A high level of product diversity increases consumer satisfaction, as it allows customers to meet their needs in one location without the inconvenience of shopping elsewhere. According to Kotler (in Utami), product diversity can be measured through several indicators: brand variations, product completeness, size variations, and quality differences.

Store Atmosphere

Store atmosphere refers to the overall physical and sensory environment of a retail space that influences consumer perceptions and behavior. Bob Foster (in Helalia, 2023) defines store atmosphere as a composition of physical attributes deliberately designed to capture customer attention. Meanwhile, Berman and Evan (in Tanjung, 2020) argue that store atmosphere is responsible for creating physical conditions that make customers feel comfortable, which in turn can stimulate purchasing behavior. A well-managed store atmosphere is essential for creating an enjoyable shopping experience, fostering customer engagement, and increasing dwell time. Indicators of store atmosphere, as proposed by Berman and Evan, include three primary dimensions: the store exterior (e.g., facade,

signage), general interior (e.g., lighting, layout, cleanliness), and store layout design (e.g., traffic flow and shelf arrangement).

Service Quality

Service quality is defined as the extent to which a company can fulfill customer expectations by delivering services in an effective and timely manner. According to Tjiptono (in Suhardi et al., 2020), service quality is achieved when the services provided meet or exceed consumer expectations. If the actual service performance aligns with customer expectations, it is perceived as satisfactory. When it exceeds expectations, the quality is considered excellent; conversely, if it falls short, the perceived quality is poor. This concept underscores that service quality is not solely based on provider intentions but is determined by consumer perceptions and responses. Tjiptono identifies five key dimensions of service quality: **tangibles** (physical facilities and equipment), **reliability** (ability to perform promised services dependably), **responsiveness** (willingness to help customers), **assurance** (courtesy and competence of staff), and **empathy** (individualized attention given to customers).

Customer Satisfaction

Customer satisfaction refers to the emotional response experienced by customers after comparing the actual performance of a product or service with their prior expectations. As stated by Karundeng (2021), when the performance of a product exceeds expectations, it leads to customer delight; if it merely meets expectations, the customer is satisfied; however, if it falls short, dissatisfaction may occur. Kotler (in Chaerunnisaa, 2024) defines satisfaction as a psychological state resulting from the evaluation of perceived product performance relative to consumer expectations. Similarly, Tjiptono (in Abi, 2021) describes customer satisfaction as a reaction that may arise before, during, or after the use of a product or service, shaped by the customer's overall experience.

Achieving customer satisfaction is vital for long-term business sustainability. Satisfied customers are more likely to become loyal patrons, provide positive word-of-mouth referrals, and engage in repeat purchases. The key indicators used to measure customer satisfaction include: (1) the extent to which the product meets expectations, (2) emotional

gratification during the purchase, (3) enjoyment of product usage, (4) interest in the products offered, and (5) willingness to recommend the product to others.

RESEARCH METHOD

This research uses quantitative methods with an associative approach aimed at describing the influence of product diversity, store atmosphere, and service quality on customer satisfaction. It is known as quantitative research because the data collected in this study can be analyzed using statistical methods. Quantitative research is a type of research that focuses on data in the form of numbers, which are used to provide an explanation or description of a phenomenon. Data for this research was collected by conducting a survey of a population sample by administering a questionnaire. All answers given by respondents will be analyzed using statistical calculation techniques. This research examines customer satisfaction at the Sports Station Galaxy Mall Surabaya. The target of this research was Sports Station Galaxy Mall Surabaya, which is at least 17 years old and is domiciled in Surabaya.

To find out the number of samples using the Cochran formula with a total of 100 respondents. In this research, the technique used for sampling is non-probability sampling. In determining the sample, a purposive sampling technique is a sample that is specifically selected based on the research objectives. Data analysis techniques use validity tests, reliability tests, classical assumption tests in the form of normality tests, multicollinearity tests, autocorrelation tests, heteroscedasticity tests, multiple linear regression analysis, hypothesis tests in the form of partial tests (t), simultaneous tests (F), and coefficient of determination tests (R²).

RESULTS AND DISCUSSION

The data collected through a Google Form questionnaire involved a total of 100 respondents. The characteristics of the respondents based on age indicate that 64% were between 17–25 years old, 30% were between 26–33 years old, and 6% were over 43 years old. In terms of gender, 48% of the respondents were female, while 42% were male. Regarding domicile, 37% of respondents resided in East Surabaya, 25% in Central Surabaya, 17% in North Surabaya, 11% in West Surabaya, and 10% in South Surabaya.

Characteristics of respondents based on occupation, 38% student, 40% employee, 20% enterpreunur, and 2% others

Validity Test

The validity test is used to test each variable used in this research. The validity test aims to ensure that the statements in the questionnaire have the accuracy of the data used by comparing the correlation value between r_{count} (correlated item-total correlation) with a predetermined value r_{table} . If $r_{count} > r_{table}$, then the statement is considered valid.

Table 1
Validity Test

No.	Variable/Statement Item	Corelation	r_{table}	Information
Product Diversity				
1.	X1.1	0.757	0,1966	Valid
2.	X1.2	0.730	0,1966	Valid
3.	X1.3	0.708	0,1966	Valid
4.	X1.4	0.722	0,1966	Valid
5.	X1.5	0,736	0,1966	Valid
Store Atmosphere				
1.	X2.1	0.837	0,1966	Valid
2.	X2.2	0.741	0,1966	Valid
3.	X2.3	0.766	0,1966	Valid
Service Quality				
1.	X3.1	0.697	0,1966	Valid
2.	X3.2	0.658	0,1966	Valid
3.	X3.3	0.632	0,1966	Valid
4.	X3.4	0.748	0,1966	Valid
5.	X3.5	0.741	0,1966	Valid
Customer Satisfaction				
1.	Y.1	0.776	0,1966	Valid
2.	Y.2	0.696	0,1966	Valid
3.	Y.3	0.716	0,1966	Valid
4.	Y.4	0.737	0,1966	Valid
5.	Y.5	0.763	0,1966	Valid

It can be seen that the value of $r_{count} > r_{table}$ obtained through the formula degree of freedom (df) = n-2, $\alpha = 5\%$ then the calculation is $100 - 2 = 98$. The value of r_{table} df = 98, $\alpha = 5\%$ is 0.1966. Therefore, all indicators in the research variables are considered valid.

Reliability Test

Table 2
Reliability Test

Variabel	Cronbach's Alpha	Cronbach's Alpha Minimum	Information
Produk Diversity (X ₁)	0,781	0,60	Reliabel
Store Atmosphere (X ₂)	0,683	0,60	Reliabel
Service Quality (X ₃)	0,729	0,60	Reliabel
Customer Satisfaction (Y)	0,790	0,60	Reliabel

It can be seen that the reliability test output can be concluded that all variable indicators in the research have Cronbach's Alpha > 0.60, so the questionnaire used in this research is reliable, has good accuracy, and is suitable for the next stage of analysis.

Normality Test

The normality test is used to determine whether the distribution of residual values in the regression model has normal characteristics. To prove that the data follows a normal distribution, statistics are carried out Kolmogorov-Smirnov. Data is considered to have a normal distribution if the significance value obtained from the test is greater than 0.05.

Table 3
Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.15688630
Most Extreme Differences	Absolute	.056
	Positive	.056
	Negative	-.044
Kolmogorov-Smirnov Z		.558
Asymp. Sig. (2-tailed)		.915

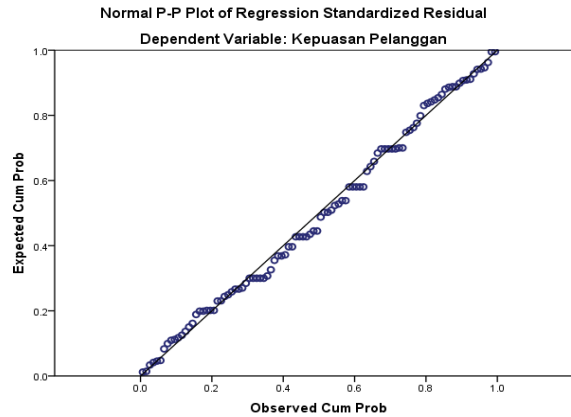
a. Test distribution is Normal.

b. Calculated from data.

By referring to table 3 , it is known that the significance value is 0.915, which indicates 0.915 > 0.05 or a significance value > 0.05. It can be concluded that the normality test results use

the method Kolmogrov-Smirnov shows a normal distribution. So, this research can be continued to the next testing stage process.

Figure 1
Grafik P Plot



In addition, the normality test is also detected using the Normal Probability Plot formula, which is used to show that if the points on the graph are scattered not far from the diagonal line or follow the diagonal line, it can be said that the regression model in this study is normally distributed.

Multikolinearity Test

The multicollinearity test is to test whether the regression model finds a correlation between the independent variables. A good regression model should have no correlation between independent variables. Ways to determine whether there are symptoms of multicollinearity or not include looking at the Variance Inflation Factor (VIF) and Tolerance values. The decision is made if the VIF value is <10 then it is stated that multicollinearity does not occur. Based on the results of SPSS processing it can be seen as follows:

Table 4
Multikolinearitas Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product Diversity	,219	4,567
	Store Atmosphere	,536	1,867
	Service Quality	,224	4,456

a. Dependent Variabel : Customer Satisfaction

From table 4, the results of the multicollinearity test above can be seen from the VIF value, the VIF value of the product diversity variable is 4.567, the VIF value of the store atmosphere variable is 1.867, and the VIF value of the service quality variable is 4.456. All VIF values are < 10 , this means that in the regression model there is no correlation between the independent variables. So it can be interpreted that the independent variables in this study do not have multicollinearity.

Autocorrelation Test

The autocorrelation test aims to test whether in a linear model there is a correlation between confounding errors in period t and period $t-1$. To see whether autocorrelation occurs or not in the regression model in this research is to look at the Durbin Watson (DW) statistical value. It is said that there is no autocorrelation, namely if $(du < dw < 4-du)$.

Decision making is done by comparing the DW values with Du and dL in the table. The results of the autocorrelation test are as follows:

Table 5
Autocorrelation Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.924 ^a	.854	.849	1.17482	2.058

a. Predictors: (Constant), Kualitas Pelayanan, Store Atmosphere, Keragaman Produk

b. Dependent Variable: Kepuasan Pelanggan

Based on the table above, it can be seen that the test results using the Durbin Watson test on the residuals of the regression equation obtained a d -calculation number of 2,058. To test the symptoms of autocorrelation, the d -calculation number of 2,058 was compared with the theoretical t -value in the t statistical table. From the Durbin Watson d -statistics table with a significant value of $\alpha = 5\%$ and total data $(n) = 100$ and $k=3$, the dL value is 1.6131, du is 1.7364 and $4-du$ is 2.2636. Because the test results are $du < dw < 4-du$ ($1.7364 < 2.058 < 2.2636$). So it can be concluded that the research data does not have autocorrelation.

Heteroskedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is inequality of variance from the residuals of one observation to another observation or not. The heteroscedasticity test in this study was carried out using the Glesjer test. If the

correlation coefficient of each independent variable is significant at an error level below 0.05, this indicates the presence of symptoms of heteroscedasticity, and if the value is significant at an error level above 0.05, it indicates the absence of symptoms of heteroscedasticity.

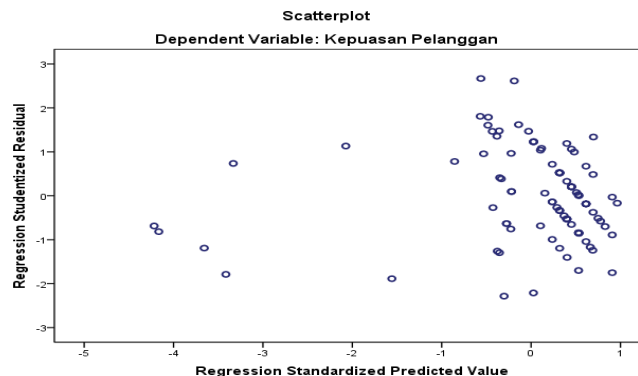
Table 6
Heteroscedasticity Test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.137	.499		4.287	.000
Product Diversity	-.056	.047	-.250	-1.186	.239
Store Atmosphere	.006	.043	.019	.143	.887
Service Quality	-.004	.047	-.019	-.092	.927

a. Dependent Variable: ABS_Res

Based on the test results from Table 6, it can be seen that the significance value for the product diversity variable is 0.239, the store atmosphere variable is 0.887, and the service quality variable is 0.927. Because the significance level of each variable is > 0.05 , it can be concluded that heteroscedasticity does not occur in the regression model.

Figure 2
Grafik Scatterplot



It was found that the Scatterplot graph shows that there is no particular pattern, it is clear that the data points are spread without a pattern and are around zero. Therefore, it is concluded that heteroscedasticity did not occur in this study.

Multiple Linier Regression Analysis

This research uses multiple linear regression analysis to measure the influence of product diversity variables, store atmosphere, and service quality on customer satisfaction at Sports Station Galaxy Mall Surabaya. Results of multiple linear regression analysis carried out using the SPSS computer program:

Table 7
Multiple Linier Regression Analysis
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.137	.499		4.287	.000
Product Diversity	-.056	.047	-.250	-1.186	.239
Store Atmosphere	.006	.043	.019	.143	.887
Service Quality	-.004	.047	-.019	-.092	.927

Based on the table above, the results of the multiple linear regression analysis obtained the following multiple linear regression equation:

$$Y = 1,084 + 0,599X_1 + 0,232X_2 + 0,222X_3$$

The regression equation above can be explained as follows:

- a. A constant value of 1.084 indicates that if the variables of product diversity, store atmosphere, and service quality at the Sports Station Galaxy Mall Surabaya are equal to zero then customer satisfaction at the SPORTS STATION Galaxy Mall Surabaya is worth 1.084.
- b. The product diversity regression coefficient of 0.599 indicates that if product diversity increases by one unit, then customer satisfaction at the Sports Station Galaxy Mall Surabaya will increase by 0.599.
- c. The store atmosphere regression coefficient of 0.232 shows that if the store atmosphere increases by one unit, then customer satisfaction at the Sports Station Galaxy Mall Surabaya will increase by 0.232.

d. The service quality regression coefficient of 0.222 indicates that if service quality increases by one unit, then customer satisfaction at the Sports Station Galaxy Mall Surabaya will increase by 0.222.

Based on the description above, it can be concluded that if product diversity, store atmosphere, and the quality of service is improved, customer satisfaction at the Sports Station Galaxy Mall Surabaya has increased.

F Test (Simultaneous)

The F test was carried out to determine the influence of the independent variables, namely product diversity (X1), store atmosphere (X2), service quality (X3) on the dependent variable, namely customer satisfaction (Y) together. The following are the results of the F test (simultaneous) using SPSS 18 software:

Table 8
F Test (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	772,500	3	257,500	186,566	,000 ^a
	Residual	132,500	96	1,380		
	Total	905,000	99			
a. Predictors: (Constant), Service Quality, Store Atmosphere, Product Diversity						
b. Dependent Variable: Customer Satisfaction						

To determine the Ftable value, $Df = n - k - 1$, $Df = 100 - 3 - 1 = 96$ is 0.05 or 5%, the Ftable value is 2.70. it can be concluded that the significant value for the simultaneous influence of product diversity (X1), store atmosphere (X2), and service quality (X3) on the customer satisfaction variable (Y) is $0.000 < 0.05$ with a value of $F_{count} > F_{table}$, namely $186,566 > 2.70$, it can be concluded that H1 is accepted and H0 is rejected, meaning that the variables product diversity, store atmosphere and service quality simultaneously influence customer satisfaction.

Test t (Partial Test)

The t test is a step in data testing which is carried out to determine the impact of the independent variable and the dependent variable partially. Below are the results of hypothesis testing related to the independent variables product diversity (X1), store atmosphere (X2), service quality (X3) on the dependent variable, namely partial customer satisfaction (Y).

Table 9
Test t (Partial Test)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.084	.876		1.237	.219
Product Diversity	.599	.083	.603	7.225	.000
Store Atmosphere	.232	.076	.162	3.044	.003
Service Quality	.222	.082	.224	2.711	.008

It can be concluded that the $t_{count} > t_{table}$ X1 value is $7.255 > 1.984$ with a significance value of $0.000 < 0.05$, so H_0 is rejected. It can be concluded that this means that the product diversity variable (X1) has a partially significant influence on customer satisfaction (Y). Then, for variable X2 of $3.044 > 1.984$ with a significance value of $0.003 < 0.05$, then H_0 is rejected and H_1 is accepted. It can be concluded that this means that the product quality variable (X2) has a partially significant influence on customer satisfaction (Y). And for variable X3 of $2.711 > 1.984$ with significance value of $0.008 < 0.05$ And for the variable It can be concluded that this means that the service quality variable (X3) has a partially significant influence on customer satisfaction (Y).

Determinant Coefficient Test (R²)

The coefficient of determination (R²) from the results of multiple linear regression shows how much the dependent variable, namely customer satisfaction, is influenced by the independent variables product diversity, store atmosphere, and service quality. The results of the coefficient of determination test (R²) can be seen in the following table:

Table 10
Determinant Coefficient Test (R2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the estimate
1	,924 ^a	,854	,849	1,17482
a. Predictors : (Constant), Service Quality, Store Atmosphere, Product Diversity				
b. Dependent Variable: Customer Satisfaction				

Based on Table 4.18, the results of the coefficient of determination above, it can be seen that the correlation between the independent variable and the dependent variable is $R = 0.924$. This shows that the variables product diversity, store atmosphere, and service quality have a very strong relationship with customer satisfaction at the Sports Station Galaxy Mall Surabaya. The relationship that occurs is positive and in line with a high level of relationship.

From the data analysis above, it is known that the Adjusted R Square is 0.854. This means that 85.4% of the customer satisfaction variable can be explained by variants of the product variety, store atmosphere and service quality variables. Meanwhile, the remainder ($100\% - 85.4\% = 14.6\%$) was influenced by other factors not included in this study.

H1: Simultaneous Influence of Product Diversity, Store Atmosphere, and Service Quality on Customer Satisfaction

Based on the analysis of hypothesis testing data using the F test, information was obtained that the independent variables product diversity, product quality, and service quality have a significant effect on purchasing decision variables simultaneously. This can be seen from the F value count $> F_{table}$, namely $186.566 > 2.70$, and the significance value < 0.05 , namely $0.000 < 0.05$ with an influence percentage of 85.4%. Therefore, it is concluded that H_0 is rejected and H_1 is accepted, which shows that product diversity, store atmosphere, and service quality simultaneously influence customer satisfaction at the Sports Station Galaxy Mall Surabaya.

Product diversity, store atmosphere, and service quality simultaneously have a significant influence on customer satisfaction. These three factors complement each other in creating an optimal shopping experience. When a store provides a variety of products that suit customers' needs and preferences, they will have more choices, so the chances of finding the desired product are greater. However, product availability alone is not enough to increase customer satisfaction if it is not supported by a comfortable and attractive store atmosphere.

A pleasant store atmosphere, with good lighting, attractive interior design, and maintained cleanliness, can create a more enjoyable shopping experience and make customers feel at home.

In addition, good service quality is a determining factor in increasing overall customer satisfaction. Friendly, alert, and professional service can give a positive impression that supports customer satisfaction with the product and store atmosphere. If a store is able to combine adequate product diversity, a comfortable atmosphere, and quality service, then customers will feel more satisfied and have a tendency to return to shopping. Therefore, these three factors cannot be separated in creating a good customer experience, because their influence complements each other in increasing the overall level of customer satisfaction.

H2: Partial Influence of Product Diversity, Store Atmosphere, and Service Quality on Customer Satisfaction

Test results with SPSS for the product diversity variable (X1) on customer satisfaction (Y) obtained t valuecount for the product diversity variable it is 7.225, while the t valuetable is 1,984. Apart from that, the significance value is 0.000, which is smaller than the significance level of 0.05. Therefore the value of tcount > ttable ($7.225 > 1.984$) and the significant value is smaller than the significance value level of 0.05 ($0.000 < 0.05$), then H0 is rejected and Ha is accepted, so it can be concluded that product diversity (X1) has a significant positive effect on customer satisfaction at Sports Station Galaxy Mall Surabaya.

For variables store atmosphere (X2) on customer satisfaction (Y) obtained t value count for the variables store atmosphere of 3.044, while the t table value is 1.984. Apart from that, the significance value is 0.003, which is smaller than the significance level of 0.05. Therefore the value of tcount > ttable ($3.044 > 1.984$) and the significant value is smaller than the significant value level of 0.05 ($0.003 < 0.05$), then H0 is rejected and Ha is accepted, so it can be concluded that store atmosphere (X2) has a significant positive effect on customer satisfaction at Sports Station Galaxy Mall Surabaya.

For the service quality variable (X3) on customer satisfaction (Y) obtained t value count for the service quality variable is 2.711, while the t value table is 1,984. Apart from that, the significance value is 0.008, which is smaller than the significance level of 0.05. Therefore the value of tcount > ttable ($2.711 > 1.984$) and the significant value is smaller

than the significant value level of 0.05 ($0.008 < 0.05$), then H_0 is rejected and H_a is accepted, so it can be concluded that service quality (X3) has a significant positive effect on customer satisfaction at Sports Station Galaxy Mall Surabaya.

Product diversity, store atmosphere, and service quality are important factors that can partially influence customer satisfaction. Product diversity plays a role in providing customers with more choices, so they can find products that suit their needs and preferences. When the variety of products offered is wide, customers tend to be more satisfied because they have many alternatives to choose from.

Store atmosphere or store atmosphere also has a significant influence on customer satisfaction. Factors such as interior design, lighting, background music, and store cleanliness can create a comfortable and enjoyable shopping experience. An attractive and pleasant environment can increase customers' positive feelings and extend their stay in the store, ultimately contributing to their satisfaction.

Apart from that, the quality of service from store staff also plays an important role in building customer satisfaction. Friendly, responsive, and professional service can create a pleasant experience and make customers feel appreciated. When customers get good service, they tend to feel satisfied and are more likely to shop at the same place again. Partially, each of these factors can influence customer satisfaction to degrees. However, the combination of these three factors will have an impact on the overall customer experience.

CONCLUSION

Based on the results and discussion of the research, which included the stages of data collection, processing, and analysis, it can be concluded that product diversity, store atmosphere, and service quality have a significant influence on customer satisfaction at the Sports Station Galaxy Mall Surabaya. The results of the hypothesis testing using the F-test indicate that the independent variables—product diversity, store atmosphere, and service quality—simultaneously have a significant effect on customer satisfaction. This is evidenced by the F-value (186.566), which is greater than the F-table value (2.70), and a significance value of 0.000, which is less than 0.05. The simultaneous influence of these variables reaches 85.4%, leading to the conclusion that the first hypothesis (H_1) is accepted. Furthermore, the

results of the t-test analysis show that each variable individually also has a significant impact on customer satisfaction. The t-value for product diversity (X1) is 7.225, for store atmosphere (X2) is 3.044, and for service quality (X3) is 2.711, all of which exceed the t-table value of 1.984. Therefore, the second hypothesis (H2) is also accepted, confirming that product diversity, store atmosphere, and service quality each have a partially significant effect on customer satisfaction at the Sports Station Galaxy Mall Surabaya.

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