

ABSTRACT

Wagoon Coffee is a café with a bar concept that specializes in serving espresso made with authentic Indonesian coffee ingredients, one of which is West Java Coffee. In this study, researchers are interested in conducting an analysis of the influence of service quality and store atmosphere on purchase intention mediated by Wagoon coffee Bandung's Consumer Satisfaction.

For this reason, this study aims to analyze the description of Service Quality, Store Atmosphere, Satisfaction and Purchase Intention to Wagoon coffee Bandung consumers and examine the influence of Service Quality and Store atmosphere on Purchase Intentions mediated by Wagoon coffee Bandung Consumer Satisfaction.

The research was conducted using simple linear regression and path analysis using Smart PLS 3.0. The samples in this study were determined to be individuals who became consumers of Wagoon coffee in the city of Bandung. the number of samples that must be used is 384 respondents. Questionnaires were distributed to consumers of Wagoon coffee in the city of Bandung at the location of the cafe concerned.

From the results of the study, it was found that the variables studied, namely service quality, store atmosphere, satisfaction, and buying interest were at the "Good" level, There was an influence of service quality on consumer satisfaction Wagoon Coffee Bandung, There was an influence Store atmosphere on consumer satisfaction Wagoon Coffee Bandung, there is an influence of consumer satisfaction on buying interest in consumers of Wagoon Coffee Bandung, and there is an influence of service quality and store atmosphere on purchase intention mediated by consumer satisfaction of Wagoon Coffee Bandung.