

ABSTRACT

Bandung is known as Entertainment City (City Entertainment), which offers a wide range of tours, one of which is culinary. Currently very popular cafe business and culinary entrepreneurs bring new ideas. Roemah Kopi Bandung is one of the favorite cafes in Bandung but there are shortcomings in store layout and interior display.

The aim of this study was to determine the effect of store atmosphere on consumer satisfaction at Roemah Kopi Bandung. This research is a descriptive study with a causal approach. Nonprobability sampling with incidental sampling method. Respondents in this study consisted of 100 customers at Roemah Kopi Bandung.

Data were collected from 38 statements then processed using IBM SPSS 20 and analysis using multiple linear regression method. Descriptive analysis showed that the store atmosphere has a percentage of 79.27% and customer satisfaction at Roemah Kopi Bandung at 78.53%.

These percentages indicate that the store atmosphere and consumer satisfaction at Roemah Kopi Bandung are included in both categories. Based on the hypothesis of determination to get results that store atmosphere has the effect of 28.8% on customer satisfaction. While 71.2% are influenced by other factors outside the store atmosphere.

Keywords : *Customer Satisfaction, Store Atmosphere*