

ABSTRACT

The world's culinary efforts at Bandung's growing every year. This leads to increasing competition. So that companies are able to compete, companies must use a different marketing concepts from competitors. One of the marketing concept that can be used is to create a good atmosphere of the store, as store design are important materials to create an atmosphere that will make the customer or consumer feel at ease therein and thereafter satisfied. Due to the satisfaction felt by consumers, leading to a positive response in the form of the re-purchase, and encourage other consumers to buy the same product. Profits doubled also be obtained produsen. This research aims to determine how the image foodcourt atmosphere and customer satisfaction

This research was conducted at the In and Out Urban Eatery Jl. Wayang No. 2 Burangrang, Bandung. This type of research used in this study was a descriptive study, using sampling techniques, the validity and reliability of population in this study are visitor In and Out Urban Eatery Bandung in 2016. While the sample is determined by the method of Zikmund, et.al with an error rate of 10 % in order to obtain a sample of 100 people. The primary data collection is done by providing a list of statements to 100 consumers foodcourt In and Out Urban Eatery Bandung.

The result of this study is that the atmospheric foodcourt and customer satisfaction lies in a good continuum line criteria, namely the atmosphere foodcourt 80.16% and customer satisfaction by 73.61%.

Keyword : foodcourt atmosphere and customer satisfaction