

ABSTRACT

The business environment as well as all forms of business in Indonesian had been change, especially in the field of culinary. In the culinary world, Bandung itself nothing can rival the diversity that the city of Bandung is also designated as a culinary tourism destination of Indonesian. It is encouraging businesses to continue to innovate and creation of the business or its efforts to attract the attention of consumers, because consumers not only pay attention to in terms of product offerings and pricing alone but feeling comfortable when they're in a store or shop. This is realized by Warung Misbar who created the store atmosphere with the theme of Indonesian cinema 1970-1990an year has some shortcomings such as vehicle parking area was less extensive, just use the fan and no insulation between the visitors smoking with not smoke, so they feel heat and smell of cigarettes in the room and the others. With all of the problems that occurred in the restaurant, the goal of the research is the extent of the store atmosphere conducted by Warung Misbar, the extent of loyalty of Warung Misbar visitors, and how much the influence of store atmosphere on customer loyalty at Warung Misbar.

This study was used a quantitative methods with the causal descriptive by using a simple regression analysis techniques. It was use 100 customers of Warung Misbar restaurant.

The results of this study indicate that the store atmosphere has a positive and significant impact on customer loyalty of Warung Misbar Bandung. Based on a simple regression analysis which obtained by formula $Y = 1,895 + 0,222.X$, so that the regression coefficient (b) of +0.222. It means that any increase in consumer perceptions of store atmosphere by one unit, while the other variables are constant, so that the customer loyalty will increase by 0.222 units. From the coefficient of determination analysis can be concluded that the store atmosphere has a significant influence on customer loyalty by 41.4%, while the remaining 58.6% was influenced by the other factors.

Based on the results, it is suggested that Warung Misbar should maintain and increase the loyalty of the customer through the preservation, improvement, and update of the elements store atmosphere like exterior, general interior, store layout, interior (point of purchase) display that are applied by the restaurant in order to get new customers, especially to retain existing customers loyal.

Keywords: *store atmosphere, exterior, interior general, store layout, interior (point of purchase) display, customer loyalty, Warung Misbar*