

ABSTRACT

The development of retail business in the world, especially in major cities like Bandung are starting grow. This condition requires that any company engage in ritel to carry out strategies to get the attention of consumers. One of the factors that need to be considered by retailers is store atmosphere.

The purpose of this study is to analyze store atmosphere factors and its effect on consumer satisfaction the retail business in Bandung.

This study used quantitative research methods. Nonprobability sampling with purposive sampling method. Data gathering techniques using questionnaires that distributed to 385 respondents. Data analysis techniques in this study using factor analysis and regression analysis.

The results of research and analysis conducted shows that there are two factors that effect the store atmosphere. The new twi factors are: Public Facilities and Performance. The factors that the newly are derived from different variables. There is a significant effect of Public Facilities and the Performance to the cunsomers satisfaction either simultaneously or partially.

Business owners need to improve the quality of modern retail store atmosphere inside the store. Such improvements can be done by taking into account factors that affect customer satisfaction among Public Facilities and Performance so that consumers feel more satisfied in the store .

Key words: Retail Modern, Store Atmosphere, Customer Satisfaction