

## **ABSTRACT**

*Ground Zero cafe Bandung is one of the cafes that are considered to have a unique concept in the city of Bandung. Based on the results of initial observations of researchers, servicescape at Ground Zero Cafe Bandung get unfavorable response from consumers. This impacts their perceptions and expectations mismatches received by consumers. It is important for the company to improve the quality of servicescape in order to create customer satisfaction.*

*The purpose of this study was to determine how and how much influence on consumer satisfaction servicescape Ground Zero Cafe Bandung. This study used a sample of 100 respondents. This type of research is descriptive analysis with quantitative approach, the analysis used is simple linear regression. The sampling technique used in this study is nonprobability incidental sampling method, using a tool SPSS 22:00.*

*Based on the results of statistical calculation using the Software Statistics Programme of Soacial Sience (SPSS) version 22 o'clock, the result that the independent variable is servicescape significant effect on customer satisfaction with tcount obtained variable (X) servicescape is 11,025 with a significance value of 0.000. It can be concluded that  $t_{hitung} > t_{table}$  ie  $11,025 > 1.987$  with significance  $0.000 < 0.05$ . So we can conclude that  $H_a$  accepted, meaning the influence servicescape (X) of consumer satisfaction (Y) at Ground Zero Cafe Bandung. Based on test results obtained coefficient of determination R square of 0,555. This shows the influence of servicescape variable to variable customer satisfaction by 55,5%, while the remaining 44,5% is influenced by other variables not examined in this study.*

*Keywords : Customer Satisfivation, Servicescape*