

ABSTRACT

Store atmosphere is very influencing of consumer satisfaction. Bober Café was one of the café 's been standing for quite a while in the city of Bandung, which was drafted with the cozy so that consumers of bias hanging out or chat as the House itself, from the initial research there are still consumers who haven't sated by the theme Store atmosphere Bober Café. Therefore, researchers interested in conducting research with the title influence of store atmosphere towards consumer satisfaction on the bober.

The purpose of this research is to know know how to Store Atmosphere, find out how the process of consumer satisfaction, knowing how big the influence of store atmosphere of consumer satisfaction in the Bober.

The study was used as the population in this study was consumers Bober Café and samples taken amounted to 100 respondents. Methods of data analysis used is regression analysis method.

This research resulted in the influence of Store Atmosphere (Interior, Exterior, General Store Layout and Interior Display) of consumer satisfaction in the Bober. Partially Exterior more dominant influence consumer satisfaction of 40.6% than the General Interior of 21.6%, Store Layout of 11.0% and Interior Display of 13.4%. Simultaneously, there is the influence of Store Atmosphere (Interior, Exterior, General Store Layout and Interior Display) of consumer satisfaction in the Bober. Therefore Store Atmosphere is crucial in providing consumer satisfaction in the Bober.

Key words: Store Atmosphere, the process of fulfillment.