

ABSTRACT

The development of the business world every year is always increasing and growing, especially business in the field of culinary. Business in culinary growing and increasing very rapidly, this is because the culinary business people are always innovating in doing business to increase customer satisfaction so as to retain consumers. In addition to innovating on culinary, culinary entrepreneurs innovate their store design using Store Atmosphere strategy, it is useful to increase consumers, customer satisfaction and retain consumers. This is done by almost every culinary businessman who has a physical store, one of Resto Nanny's Pavillon Bandung, located on Jl. R.E Martadinata no.125 Cihapit, Bandung.

Store atmosphere is very influential to the process of customer satisfaction. Nanny's Pavillon is one of the restaurants that have been standing long enough in Bandung City, which conceptualized comfortably so that consumers feel comfortable with family atmosphere at home, from the initial research there are still consumers who have not been satisfied by the Nanny's Pavillon Store theme atmosphere. Therefore, the researcher is interested to conduct research with title analysis of influence of store atmosphere to customer satisfaction at Nanny's Pavillon restaurant of Bandung city.

This research uses descriptive research and quantitative method that aims to analyze and know how the influence of store atmosphere strategy to customer satisfaction in Nanny's Pavillon restaurant Bandung city. The theory used by researchers is using store atmosphere theory and consumer satisfaction. In this study variable store atmosphere (X1) as free variable, while consumer satisfaction (Y1) as the dependent variable. This research uses 100 respondents as sample and data processing using SPSS 22 For Windows to measure validity test, reliability test, classical assumption test and simple linear regression. Data collection techniques of this study using questionnaires or questionnaires.

The results of this study indicate that Store Atmosphere positively and significantly influence on customer satisfaction Resto Nanny's Pavillon Bandung. Based on simple regression analysis obtained value $Y = 2.820 + 0.292X$ so the value of coefficient (b) of + 0.292. This means, every increase of customer perception to store atmosphere increased by one unit and other variable constant, hence predicted customer loyalty will increase equal to 0,292 unit. From the analysis of coefficient of determination, it can be concluded that storehouse strategy gives a significant effect on customer satisfaction of 64.9% while the remaining 35.1% is influenced by other factors.

Based on the results of research, it is suggested that Store Atmosphere applied by Nanny's Pavillon is maintained in order to remain a uniqueness and become a weapon to improve consumers, increase consumer satisfaction and get consumers. In addition to maintaining Store Atmosphere, the company should improve the facilities provided to consumers, such as Bathroom facilities to be clean and maintained and improve service to consumers.

Keywords : store atmosphere, and consumer satisfaction