ABSTRACT

The business world has now become very competitive especially in the culinary field, because it becomes a challenge for companies in culinary cafe or restaurant to create a unique idea on the place or facilities provided in order to provide a different experience with competitors and can create something that gives the impression for consumers. This research is motivated by the loyalty of One Eighty Bandung café customer which is considered less based on interview with and pre-survey although got good value based on physical evidence and customer satisfaction. This study aims to find out how physical evidence, customer satisfaction and customer loyalty to Café One Eighty Bandung and the influence of physical evidence on customer satisfaction and its impact on customer loyalty café One Eighty Bandung.

Data analysis technique used is descriptive analysis and path analysis. The research method used is quantitative method with descriptive research type of causality. The population of this research is One Eighty Bandung café customer, with the number of samples is 100 people. Sampling was done with non-probability sampling with incidental sampling type.

Based on the results of descriptive analysis found that physical evidence of 80.2% included in good categories, customer satisfaction of 84.8% included in the category of excellent and customer loyalty of 68.8% including good category. Physical evidence influence to customer satisfaction is 45,56%, customer satisfaction influence to customer loyalty is 0,004%, physical evidence influence to customer loyalty is 8,7%, physical evidence influence to customer loyalty through customer satisfaction is 8,94%.

Keywords: physical evidence, customer satisfaction, customer loyalty