

ABSTRACT

In the Province of West Java, especially Bandung have a rapid population growth followed by development IT and communication technology has caused the globalization and that makes the lifestyle changes. Many new cafes present with their unique concepts lead to competition in the business world, and this makes the owner café Kalpa Tree to move faster in innovating by understanding and finding out the owner's café desire about the facilities that will be made as standard facilities at the café according to the customer's wants and needs. When a company is too focused on attracting new customers, this causes failure to understand that there is a change in needs and what the customer wants and needs recovery related to the procurement of these facilities. So the owner cafe always improves facilities, which is to innovate cafes from the store atmosphere, facilities, a variety of menus and even from the service.

Then the phenomenon investigated by using Gap Analysis to looking for the Gap value between Customer Expectation and Company perception of customer expectation to find the Gap value between customer desires and the owner perception about customer desire at the variable of a facility with the object study Kalpa Tree café. This study using quantitative methods with descriptive objectives and uses a questionnaire to collect respondents' data, then the data was processed by using Ms Excel and implemented with Spider Chart / Radar Chart so the Gap values can be seen clearly in every element. A study of five elements of the Store Atmosphere, there is the highest negative Gap at the Store Layout element and the highest positive Gap at the exterior element.

Keywords: *Store Atmosphere, GAP Analysis, Hedonic, Spider Chart / Radar Chart*