

ABSTRACT

This research aims to find out how the created Store Atmosphere at Sydwic Café Bandung. How customer satisfaction at Sydwic Café Bandung, as well as to calculate how big the influence of Store Atmosphere towards customer satisfaction at Sydwic Café Bandung. Store atmosphere and customer satisfaction is closely associated because of a consumer often judge a cafe on first impression seen from store atmosphere the store be it in the form of exterior, interior, general store layout, and interior display this is the reason why a consumer feel contentment when at the cafe. The purpose of this research is to know the influence of store atmosphere that consists of exterior, interior, general store layout, and interior display against customer satisfaction Sydwic Café Bandung.

The study was descriptive in nature and verification with the 100 the respondent as an object of research, respondents who are in grab it is the consumers who've been to Sydwic Café Bandung. The scale used in this research is the likert scale with the use of the technique of testing data researchers Test validity and reliability with sempel 30 respondents. Research methods used in this research is quantitative methods. Sampling done by the method of non-probability sampling with the kind of accidental sampling, with the total number of respondents as many as 100 people who've been to Café Sydwic, Bandung. Data analysis technique used is a simple linear regression analysis. Store Atmosphere positive and significant effect simultaneously towards customer satisfaction of 21% and the rest amounted to 79% is affected by other factors which are not examined in this study.

Key Words: Store Atmosphere, Customer Satisfaction, Simple Regression.