

## **ABSTRACT**

*The purpose of this research is to find out what's the factors are needed in Diff's Reflexology in designing servicescape. Existing designs will be developed, so as long as to improve the service quality so the consumers feels satisfied and comfortable.*

*The method that used in this research is Confirmatory Factor Analysis (CFA). Sampling was done by non-probability sampling technique with the type of purposive sampling, with the total of 100 respondents.*

*The results of this study is there are six new factors formed, namely human / workforce and comfort, ambient conditions, design dimensions, symbols, signs, and social / relations. The factors that have the highest contribution value are human / workforce and comfort with a percentage of contribution value of 26.979%. New factors that are formed needed by Diff's Reflexology to design servicescape so as to be create comfort and satisfaction for consumers. It would make consumers make some re-purchases.*

*The conclusion of this study is there are six new factors formed have a strong correlation in designing servicescape in Diff's Reflexology. A good servicescape design could help to improve the bussiness's quality of an available services.*

**Kata kunci:** *Servicescape, Confirmatory Factor Analysis (CFA), Reflexology*