

ABSTRACT

Riau Street is the most strategic area which is located in the center of Bandung city. A large number of restaurants, clothing distributions, hangouts places, makes Riau Street a major destination for travel. The number of companies competing for Upnormal Coffee Roasters Global Projects such as Starbucks Sherlock, which is located opposite to Upnormal Coffee Roasters, is one of the factors that are unstable in sales at Upnormal Coffee Roasters. Therefore it is necessary to do a more review to find out the changes that need to be made by the company to increase consumers to choose to come and make transactions at Upnormal Coffee Roasters.

This research uses quantitative methods with the type of descriptive research using SPSS for windows 22. Respondents taken in the questionnaire totaled 100 people. Sampling was conducted using a non-probability sampling method and using a type of purposive sampling to consumers aged 18 to 40 years and had visited Upnormal Coffee Roasters Global Project Bandung. The results of this study indicate the store atmosphere and service quality variables significantly influence customer satisfaction with simultaneous contributions of 83.1%

Key Word: Store Atmosphere, Service Quality, and Consumer Satisfaction