# ABSTRACT

*This study was conducted to determine the comparative analysis of customer loyalty in the Bandung coffee shop and to determine the extent of the store atmosphere and customer loyalty to the Bandung coffee shop.*

*This study uses a quantitative method with descriptive-causality research type. Sampling was carried out by using the Non-Probability Sampling method, the type of incidental sampling, with a total of 20 respondents in 5 coffee shops or coffee shops. The data analysis technique used is Descriptive Analysis, Simple Regression Analysis and One Way Anova.*

*Based on the results of this study, the partial test results (t test) concluded that the store atmosphere variable has a significant effect on the customer loyalty variable of a coffee shop or coffee shop in Bandung. The coefficient of determination shows that the store atmosphere has an effect of 38.8% on customer loyalty. While the remaining 61.2% is influenced by other factors not examined in this study such as factors in customer loyalty such as product, taste, brand image, and others. The One Way Anova test results show that there is no difference in the loyalty of coffee shop customers in Bandung.*

*The conclusion of this study, the variables Store Atmosphere and Customer Loyalty are included in the Very Good category. However, because there is no difference in coffee shop customer loyalty in Bandung, it is necessary to have a different uniqueness from the store atmosphere in 5 coffee shops or coffee shops in Bandung so that customers feel a different shop atmosphere from the others. So that it is the uniqueness of the coffee shop or coffee shop.*

*Keywords: store atmosphere, customer loyalty and coffee shop*