

ABSTRACT

The increasing needs of consumers who are ready to be consumed, the more business opportunities that can be achieved in particular; the development of a successful coffee shop or coffee shop becomes a new business. The development of the coffee shop is a form of changing consumer decision patterns in choosing and selecting the products they will consume by taking into account several criteria such as store atmosphere and service quality. Kopi Patok Tasikmalaya is one of the entrepreneurs in the coffee shop industry with a modern theme.

This research was conducted to determine the effect of Store Atmosphere and Service Quality on Customer Loyalty at Kopi Patok Tasikmalaya. The purpose of the research is to find out and analyze how the store atmosphere is given to Kopi Patok consumers, how the quality of service to Kopi Patok consumers, the magnitude of the influence of store atmosphere and service quality simultaneously and partially on customer loyalty at Kopi Patok Tasikmalaya.

This research uses quantitative methods with descriptive and causal research types. Sampling was done by using probability sampling method of simple random sampling type, with the number of respondents as many as 100 people. The data analysis technique used descriptive analysis and multiple linear regression analysis.

Based on the results of descriptive analysis of store atmosphere variables, service quality and customer loyalty as a whole are in the good category. The results of the multiple linear regression analysis technique show that store atmosphere and service quality simultaneously have a positive effect on Kopi Patok's customer loyalty. The magnitude of the influence of store atmosphere and service quality together is 71,4% on customer loyalty and the remaining 25,6% is influenced by other variables not examined in this study such as lifestyle, prices or product quality. Partially, store atmosphere service quality has a positive and significant effect on customer loyalty. The highest influence is store atmosphere and the lowest influence is service quality.

Keywords : Store Atmosphere, Service Quality, Customer Loyalty