

ABSTRACT

The era of free trade has spurred every entrepreneur in the world to compete in advancing the business they run. One example that is currently booming is a coffee shop, each coffee shop has its own uniqueness. One of them is a coffee shop that applies the go green concept. Where, consumers who are loyal to the go green movement will feel comfortable in the coffee shop because the service and atmosphere at the coffee shop apply the concept of go green. This research was conducted to determine the effect of green atmosphere servicescape and green communicative servicescape on green loyalty to Hi! Brew Coffee Bandung.

The method used in this research is quantitative with descriptive and causal research. The population used in this study are consumers or end users of Hi! Brew Coffee with a total sample of 155 respondents with purposive sampling technique. The analysis technique used is descriptive analysis, and multiple linear regression analysis with the help of the SPSS version 24 application for windows.

The results showed that the green atmosphere servicescape variable was in the good category, the green communicative servicescape variable was in the good category and the green loyalty variable was in the good category. The results also show that partially or simultaneously green atmosphere Servicescape and green Communicative Servicescape have a significant effect on green loyalty.

Keywords: Green Atmosphere Servicescape, Green Communicative Servicescape, Green Loyalty, Coffee shop