

Abstract

Indonesia's coffee production rate currently occupies the fourth largest position in the world. Indonesia can occupy the fourth largest position in the world in the level of coffee production because it is a tropical country, although Indonesia crossed the equator, Indonesia also has mountainous areas suitable for growing arabica coffee varieties. Coffee in Indonesia itself has a long history and has an important role for the economic growth of people in Indonesia.

The main tool of data collection using online dissemination questionnaires, data measurement using a likert scale with the number of respondents 100 people. The research method used is quantitative using simple regression analysis.

Based on the results of questionnaires that have been disseminated by researchers obtained the results of respondents in the analysis of descripts, namely in store atmosphere in Gahenna Coffee included in the category is very good, and in variabel customer loyalty in gahenna coffee is included in the good category in descriptive analysis, while in the satisfaction variable in coffee gehenna included in the category is very good.

The results of the test conducted using chapter 4 resulted in that there was an influence of store atmosphere on customer loyalty in coffee gehenna positively and significantly as well as the influence between store atmospheres on satisfaction had a significant and positive effect. There is also testing on the influence of store atmosphere on customer loyalty through satisfaction pda gehenna coffee has a positive and significant influence. Thus it is stated that the hypothesis in this study is accepted.

Keywords : Store Atmosphere, Customer Loyalty, Customer Satisfaction