

## **ABSTRACT**

*The rapid progress of the modern era make coffee not as the regular breakfast drink but also make it as a lifestyle which growth became objects to be a profitabel business. The increasing of coffee shop as a business in Bandung in line with the millennials life style that not only makes a coffee place or coffee shop as a place to relax but also used for places to do such as office meetings, meet with friends, even just take pictures. This makes the coffee business increasingly have many competitors who compete to create their differences and uniqueness including Contou Coffee which is faced with customer satisfaction problems.*

*The purpose of this study was to determine the influence of Store Atmosphere and Location on Customer Satisfaction of Contou Coffee customers. The purpose of whether there is a significant influence of Store Atmosphere and location variabls on customer satisfaction. Overview of the Store Atmosphere variabls in Contou Coffee, know the location variabel picture in Contou Coffee, and also the description of customer satisfaction in Contou Coffee.*

*The research methods used in this study are descriptive quantitative research. To be able to overcome the problems in this study used validity, reliability test, normality test, multiple linear regression test, multicollinearity test, heteroskedasticity test, classical assumption test. The study used multiple linear regression analysis with the help of the IBM SPSS 24 program.*

*The results of this research proved that each of variables has significant relation toward customer satisfaction. Store Atmosphere and subsequently improve customer satisfaction and location also subsequently improve customer satisfaction. Both variables proved could improved customer satisfaction with positive effect and significant relation.*

*The recommendation of this research such as improved testimonial, visibility, and interior display of Contou Coffee based on all those dimensions got the lowest score of the research to make Contou Coffee maximized it. Result of the research give contribution to business marketing to improved the customer satisfaction and developed the company in the future*

*Key words: Contou Coffee, Coffee shop, Customer Satisfaction, Location, Store Atmosphere*