

ABSTRAK

Banyaknya alternatif restoran dan kafe di kota Bandung tentu meningkatkan intensitas persaingan usaha pariwisata kuliner di kota Bandung. Kafe Lawangwangi Creative Space sebagai pemain baru dalam bisnis kafe di kota Bandung sadar akan pentingnya konsep untuk dapat menarik perhatian, permintaan dan harapan para konsumennya dengan penerapan *servicescape* (suasana penjualan) bernuansa retro serta penambahan ornamen-ornamen karya seni para seniman dan benda bersejarah, galeri-galeri untuk karya seni itu sendiri serta pengadaan anjungan atau jembatan yang dapat digunakan para konsumen untuk mengabadikan momen. Penelitian ini bertujuan menganalisis *servicescape* didalamnya terdapat *ambient condition*, *spatial layout and functionality*, dan *signs, symbol and artifact* secara bersama-sama berpengaruh signifikan terhadap kepuasan konsumen di Kafe Lawangwangi Creative Space.

Sampel menggunakan teknik non probabilitas dengan cara insidental sampling, yaitu dengan teknik penentuan sampel berdasarkan siapa saja yang secara kebetulan bertemu dengan penulis dapat digunakan sebagai sampel, bila dipandang orang yang kebetulan ditemui itu cocok sebagai sumber data. Sampel yang diambil sebanyak 100 orang. Metode pengumpulan data yang digunakan adalah observasi dan kuesioner. Data dianalisis dengan menggunakan analisis regresi linear berganda dengan bantuan *software* SPSS 21.0.

Hasil penelitian menunjukkan bahwa *servicescape* yang dihasilkan dari dimensi *ambient condition*, *spatial layout and functionality*, dan *signs, symbol and artifact* secara bersama-sama mempengaruhi kepuasan konsumen di Kafe Lawangwangi Creative Space sebesar 39,1%. Faktor yang paling berpengaruh signifikan terhadap kepuasan konsumen di Kafe Lawangwangi Creative Space adalah *ambient condition* dengan nilai *t* hitung sebesar 4,716 dan nilai koefisien regresi sebesar 0,825.

Kata Kunci : *Servicescape, ambient condition, spatial layout and functionality, signs, symbol and artifact, dan kepuasan konsumen*

ABSTRACT

Many alternative restaurants and cafes in the city would increase the intensity of competition culinary tourism in the city. Lawangwangi Creative Space cafe as a new player in the business of cafes in the city is aware of the importance of the concept to be able to attract attention, the demands and expectations of the customers with the implementation servicecape (atmosphere sales) as well as the addition of retro nuance and also additional ornaments artworks and historical objects artists, some galleries for the work of art itself as well as the procurement platforms or bridges that can be used by consumers to capture the moment. This study aims to analyze the servicescape in which there are an ambient condition, spatial layout and functionality, and signs, symbols and artifacts are jointly give significant effect on customer satisfaction in the Lawangwangi Creative Space cafe.

Samples using non probability sampling incidental manner, with a sampling technique based on anyone who by chance met with the author can be used as a sample, if it is deemed that the person who happened to be found suitable as our source. Samples taken as many as 100 people. Data collection methods used were observation and questionnaires. Data were analyzed using multiple linear regression analysis with the help of SPSS 21.0 software.

The results showed that the servicescape dimensions resulting from the ambient condition, spatial layout and functionality, and signs, symbols and artifacts jointly affect customer satisfaction in the cafe Lawangwangi Creative Space of 39.1%. The factors that most significantly influence consumer satisfaction in the Lawangwangi Creative Space cafe is an ambient condition with a t value of 4.716 and a regression coefficient of 0.825.

Keywords: Servicescape, ambient condition, spatial layout and functionality, signs, symbols and artifacts, and customer satisfaction.