

ABSTRACT

Servicescape is the style and physical appearance as well as the experience elements that consumers perceive. The physical evidence of a service can be seen through buildings, interiors, fixtures, printed materials and visible clues, aroma and quality of services. So, to create the experience, it seems to have become a necessity for every service industry to organize servicescape through unique, interesting, and fun physical evidence so that it can be a driving factor in the formation of a word of mouth, in this study at the Karnivor Steak Restaurant Bandung. This study aims to analyze the influence of servicescape in forming the word of mouth of the restaurant consumers Karnivor Steak Bandung.

This research includes the type of quantitative research. The research method used is descriptive method - causal. The sampling technique used is nonprobability sampling with purposive sampling sampling method. Data collection is done by distributing questionnaires to 100 consumers who know, visit and make purchases at Karnivor Steak Restaurant Bandung. Data analysis technique used is simple linear regression analysis.

Based on the results of research, that servicescape positively affect the word of mouth Restaurant Karnivor Steak Bandung. Positive dissemination of information between consumers occurs on a continuous basis on the Steak Carnivore Restaurant. Based on the calculation of coefficient of determination (R^2) can know the influence of service space variables (X) to word of mouth (Y) is 50.1% and the remaining 49.9% influenced by other factors not examined in this study marketing strategy and store Atmosphere.

The conclusion that the servicescape positively influence the word of mouth of Karnivor Steak Bandung Restaurant, which means that consumers feel the experience of the environment in Karnivor Steak Restaurant Bandung, as well as the appearance and the environment of the restaurant form the consumer experience. Positive dissemination of information between consumers occurs sustainably, consumers can tell and explain about the food menu, price, place and service if others ask about the Restaurant Karnivor Steak.

Keywords: *servicescape, word of mouth, purchase decision.*