

ABSTRACT

The food and beverage industry is a strategic sector that will continue to grow. The growth of restaurants and cafés that continues to grow each year, causing competition between businessmen restaurant. The competition requires that entrepreneurs applies to the restaurant and café market strategies that focus on customer satisfaction that will be directed at the level of loyalty given by visitors. Every restaurant and cafe had to meet one customers satisfaction by creating an atmosphere that is an attractive physical environment (servicescape) in order to give satisfaction to the customer and stimulate consumer desire to come back. Gumati Cafe, founded by Ganis Gumati, located in street Bogor Paledang number 26 is one of the cafés that has unique physical evidence to facilitate customer satisfaction at the level of loyalty that will be provided by the visitor.

Samples in this study were 100 respondents who were visitors at the Gumati Cafe using non-probability sampling method with purposive sampling technique. This research is a qualitative research with a descriptive type of causal research. Validity of test results declared valid and the reliability test results declared reliable analysis techniques using path analysis.

The results of this research notes that consumer loyalty over the servicescape in Gumati Cafe based on the results of the analysis whole value levels are within the category of satisfaction because it has 71.7% percentage. Respondents assessment of the dimensions of signs, symbols and artifacts in the servicescape is the highest rating compared to the other dimension that is equal to 73.8%. The next dimension of the ambient condition of 71.5% while the spatial dimensions of the layout and functionality of an assessment obtains the smallest dimension that is equal to 63.4% of consumers who visit Gumati Cafe period December 2013 - March 2014. Based on the analysis of the level of consumer satisfaction in the servicescape Gumati Cafe in the amount of 69.6% of the value stated that customer satisfaction at the criteria are satisfied.

Keywords:

Customer's Satisfaction, Customer's Loyalty, Path Analysis, Servicescape, Variabel Intervening.