

ABSTRACT

Many alternative restaurants and cafés in the city of Bandung is certainly increased the intensity of competition in the city's culinary tourism. Increasing number of cafes that operate in the city of Bandung, demanding the managers of cafes and restaurants to be more creative in showing the concept of the café or the concept of the physical environment (Servicescape) café interesting and diverse menu to be able to attract the attention of consumers This study aimed to analyze the Influence Servicescape (X) Customer Satisfaction (Y) at Heaven's Café and Boutique Bandung. This study uses Servicescape as independent variables and customer satisfaction as the dependent variable. This study included into descriptive research quantitatively. Data analysis methods used in this study is a simple linear regression analysis with the population in this study is the Bandung Society who visited Heaven's Café and Boutique Bandung where samples are taken by 400 respondents. Based on the results of the study, the results obtained for Servicescape percentage of 78.95% and fall into the category quite well. Satisfaction Variable Purchases amounted to 91.65% and included into high category. The results showed that Servicescape significant effect on customer satisfaction Heaven's Café and Boutique Bandung, namely by 33.5% and the remaining 66.5%, which is not described in this study.

Keywords : Servicescape, Customer Satisfaction, Simple Linear Regression