

ABSTRACT

Increasingly widespread culinary business in Bandung, which requires business owners should continue to improvise in order to keep their business running. As has been done by a company that creates eating place serves food that can meet the needs of consumers who come to the place, in addition to providing food company gives a different feel to the place eating normally. The price, quality and service will no longer be a primary consideration for the culinary connoisseur, the current atmosphere (the atmosphere) is an important factor for consumers in choosing a place to dine. This study aimed to analyze the Influence of Atmosphere Against Store Customer Satisfaction at Café Lawangwangi Bandung Creative Space. This study included into descriptive research verification. Data analysis methods used in this study is a simple linear regression analysis with the population in this study are customers who have visited the café Lawangwangi, where samples are taken by 100 respondents. Based on the research results, obtained results for Variable Store Atmosphere percentage of 80.74% and included into either category. Variable Customer Satisfaction by 80.79% and included into either category. The results of studies showing that the Store Atmosphere significant impact on the Customer Satisfaction Lawangwangi Creative Space Café Bandung is equal to 55.8% and the remaining 44.2% is influenced by other variables not examined.

Keywords : Store atmosphere, customer satisfaction, Lawangwangi Creative Space