

ABSTRACT

Facilities are an important aspect for the convenience of consumers in a cafe, in line with the luxury of the facilities provided, they must be in proportion to the quality of services provided, because the better the facilities and service quality provided are one of the factors that affect customer satisfaction, which impact can create customer loyalty against the café.

This research was conducted at Café Halaman Bandung with facilities and service quality as independent variables, and customer satisfaction as a mediating variable and customer loyalty as the dependent variable. The purpose of this study was to determine the classification of facilities assessment, service quality, customer satisfaction, and customer loyalty at Café Halaman Bandung as well as testing the effect of facilities and service quality on customer satisfaction and the impact of customer loyalty at Café Halaman Bandung.

The method used in this research is quantitative method. The population in this study were visitors to the Bandung page café. Sampling using probability sampling with simple random sampling technique and for data collection using the Slovin formula. Data analysis used in this study is descriptive statistics, the classical assumption test, path analysis, and the coefficient of determination..

The results of this study indicate that the classification of the percentage value of the four variables in this study, namely Facilities, Service Quality, Customer Satisfaction and Customer Loyalty are included in the good category. As well as the Facility Variables and Service Quality Variables have a significant effect on customer satisfaction. Facility variables, service quality and customer satisfaction have a significant effect on customer loyalty. And the Influence of Facilities and Service Quality through Customer Satisfaction on Customer Loyalty in Café Halaman Bandung has an influence of 118.8%.

Key Words: *Facilities, Service Quality, Customer Satisfaction, Customer Loyalty.*