

## **ABSTRACT**

*Servicescape is an element of service that is manifested through the physical environment designed by the company to create an optimal experience for customers..This study aims to analyze the influence of servicescape on customer experience at Bagikopi Signature Dago, Bandung City. The specific objectives of this study are threefold: first, to evaluate the implementation of servicescape at Bagikopi Signature Dago; second, to analyze customer experience; and third, to identify the influence of substance staging and communicative staging dimensions on customer experience as measured by the dimensions of invitation, comfort, and caring.The hypothesis proposed is that there is a significant influence between servicescape, which consists of substance staging and communicative staging, on customer experience.*

*The present study employs a quantitative approach, adopting a causal descriptive design to examine the relationship between servicescape variables and customer experience.The study population comprised 39,015 registered members of Bagikopi Signature Dago, with a sample size of 400 respondents selected through a nonprobability sampling technique with an incidental sampling approach, ensuring a 5% error tolerance.Data collection was conducted through interviews, direct observation, and the distribution of questionnaires.*

*The findings indicated that servicescape exerts a substantial influence on customer experience, accounting for 62.9% of the observed variability. The residual 37.1% is attributed to factors that transcend the confines of the research model. These observations are anticipated to inform the formulation of service strategies at Bagikopi Signature Dago, particularly with regard to the optimization of customer experience through the adept management of servicescape.*

*Keywords: Servicescape, Customer experience, Substance & Communicative Staging*