

ABSTRACT

Culinary business is a business that many offered in Bandung. Although nowadays there are many cafés, but the phenomenon of changing lifestyles, tastes and consumption society, create culinary entrepreneurs need new more modern ideas in order to be preferred. One of the factors that need to be considered by the culinary entrepreneurs in order to respond this phenomenon is the Store Atmosphere.

This research study uses a quantitative research method using primary data from the results of a questionnaire distributed to 100 respondents.

Results of the study showed that the test showed the determination coefficient R square (R^2) of 0,845. This shows that the independent variables consisting of exterior, interior, store layouts, interior display has an influence on the variable is bound to consumer satisfaction of 84.5% while the remaining 15.5% is explained by other variables which are not examined in this study.

Based on the Ftest can be seen that the independent variables, consisting of Exterior, Interior, General Store, and the Interior Layout Display together in a positive and significant effect of the variable (Satisfaction). It is based on the calculation of the $F_{count} > F_{table}$ ($129,418 > 2,467$) and their significance level of $0.000 < 0.05$. While based on the t-test can be seen that the independent variables, which consists of Exterior, Interior, General Store Display and Interior Layout, partially contributing positively towards the satisfaction of the consumer. With variable interior display as the most influential significant variables.

Key words: Customer Satisfaction., Exterior, Interior, Interior Display, Layout Store,