

## **ABSTRACT**

*Today's culinary business in the city of Bandung is very tight. Every culinary business must be able to understand the needs and desires of consumers. Consumer satisfaction is a very important factor to be considered in a business. The purpose of this study was to determine the effect of service quality and store atmosphere on customer satisfaction at Cafe 1933 Dapur & Kopi. Data analysis used in this study is primary and secondary data. Data collection techniques used are by distributing questionnaires to 84 respondents from a population of 4,736 consumers of Cafe 1933 Dapur & Kopi. While the sampling technique used to calculate the effect of sample size is non probability sampling with incidental methods. Based on the results of the study using multiple linear regression analysis method, validity test, reliability test, multiple correlation analysis, determination coefficient, simultaneous hypothesis test and partial hypothesis test. And research results show that there is a positive and significant influence between service quality and store atmosphere on customer satisfaction simultaneously. In accordance with service quality and store atmosphere statistical calculations contributes to customer satisfaction at Solaria Cihampelas Walk Bandung at 60.2% while the remaining 30,8% is the influence of other variables not examined.*

*Keywords : Service Quality, Store Atmosphere, and Consumer Satisfaction*