

ABSTRACT

Consumer satisfaction has been one of the most important issues, and many companies invest the resources they have in order to make their consumers satisfy and keep on seeking information on how to gain consumer satisfaction. Strategies of service quality and servicescape strategies that can be used the tourism business like culinary business to influence consumer satisfaction. The method use in this research is multiple linear regression analysis and to test the hypotheses with F & T-Test. The sample used in this research are 100 respondents. The result of the research concluded that service quality and servicescape have simultaneous positive influence on the satisfaction of the visitors in café Kupu Bistro Bandung, therefore management should improve the service quality and servicescape to make the consumers satisfy with the service that the café deliver.