

ABSTRACT

Customer satisfaction itself is post-purchase behavior or behavior after making a purchase decision. So that after making a consumer purchase decision will give an impression of the satisfaction itself. This is due to the continuation of the purchase decision. This study aims to analyze the factors that affect customer satisfaction. By using descriptive and verification approaches, this study analyzes the effect of Service Quality (X1), Brand Image (X2), Store Atmosphere (X3), on Customer Satisfaction (Y). This research was conducted 372 Kopi Dago Pakar. With a purposive sampling technique, as many as 73 respondents were obtained through questionnaires, interviews, and secondary data. The data analysis used is Multiple Linear Regression with a significance level of 5% through SPSS 2.0 software. The results showed that all of these variables together / simultaneously affect Customer Satisfaction by 48.551% where the rest is influenced by other variables. However, partially from the three variables, a significant effect on customer satisfaction.

Keywords: *Service Quality, Brand Image, Store Atmosphere and Customer Satisfaction*