## *ABSTRACT*

**Citra Dewi Rahmawati, " *The Influence Of Store Atmosphere and Service Quality To Customer Loyalty on SobbersResto Bandung* " Under the guidance of Dr.Raeni Dwisanty., SE., M.Si.**

*This research was conducted on cunsomers Sobbers Bandung. The phenomenon that occurs is the development of a retail business one of them shaped restaurant, many strategies to attract consumers who do make a customer loyalty, such as changing store atmosphere, providing fast service adding the facility more enjoyable for consumers. Sobbers Bandung however less attention to it. The purpose of this study was to determine how big the influence of* the influence of *store atmosphere and Service Quality towards Customer Loyalty in Sobbers Resto Bandung.*

*The method used in this study is qualitative and quantitative methods. The unit of analysis in this study is consumers who make purchases at Sobbers, amounting to 4020 with a sample size of 100 respondents. The test statistic used is the calculation of Pearson correlation, regression analysis, correlation, coefficient of determination, hypothesis testing, and also use the help of an application program SPSS 18.0 for windows.*

*The results showed that Customer Loyalty at Sobbers Bandung as a whole is included in both criteria, but the indicator room layout show store poorly because lack of attention to the distance or the allocation between consumers and employees. As for the service quality variables included in either category. But for the indicators included in the category of responsiviness poorly, that can be happen because employees are less. Influence of store atmosphere and service quality have a positive and significant impact on customer loyalty .*



*Key words: Store Atmosphere, Service Quality, Customer Loyalty*