

ABSTRACT

Competition in the increasingly fierce coffee industry requires companies to retain their consumers by building loyalty so as not to switch to competitors. In this case, the quality of service and the atmosphere of the café are the main factors that affect consumer satisfaction and loyalty. Therefore, this study aims to analyze the influence of service quality and café atmosphere on consumer loyalty through consumer satisfaction as an intervening variable on Fore Coffee consumers in Semarang City.

This study uses a quantitative method with a survey approach. The population in this study is Fore Coffee consumers in Semarang City who have made more than one purchase. The sampling technique uses the purposive sampling method with a total of 150 respondents. Data collection was carried out through a questionnaire, which was then analyzed using the Structural Equation Modeling (SEM) method with the AMOS 22.0 analysis tool.

The results of the study show that consumer satisfaction has a positive and significant effect on consumer loyalty. Service quality has a positive and significant influence on consumer satisfaction and loyalty. The atmosphere of the café has also been proven to have a positive and significant effect on consumer satisfaction. However, the atmosphere of the café does not have a significant effect on consumer loyalty. In addition, consumer satisfaction is proven to be an intervening variable that strengthens the relationship between service quality and café atmosphere to consumer loyalty.

Keywords: *Service Quality, Cafe Atmosphere, Consumer Satisfaction, Consumer Loyalty*